



## CITY OF LODI COUNCIL COMMUNICATION

**AGENDA TITLE:** Public Hearing to consider adoption of resolution levying annual (2006) assessment for Downtown Lodi Business Improvement Area No. 1 and confirming the Downtown Lodi Business Partnership 2005-06 Annual Report (as approved by Council on December 21, 2005)

**MEETING DATE:** January 4, 2006

**PREPARED BY:** Management Analyst, City Manager's Office

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**RECOMMENDED ACTION:** Conduct Public Hearing to consider adoption of resolution levying Annual (2006) assessment for Downtown Lodi Business Improvement Area No. 1 and confirming the Downtown Lodi Business Partnership 2005-06 Annual Report (as approved by Council on December 21, 2005).

**BACKGROUND INFORMATION:** The Downtown Lodi Business Improvement Area No. 1 2005/06 Annual Report was presented and approved by the City Council on December 21, 2005. The Council established January 4, 2006 as the Public Hearing date during which time the public would have an opportunity to present written or oral protests to the assessment being proposed. The Public Hearing is established pursuant to Section 36535 of the California Streets and Highways Code.

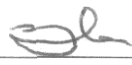
Pursuant to Lodi Municipal Code chapter/section 12.06.110: The purpose of *this* process is to comply with the Act provisions regarding public notice and hearing prior to establishing the benefit fees for the following billing period. City shall not adopt, modify *or* otherwise amend any billing period budget of the *area* that is inconsistent in any way with such billing period's budget as agreed to and presented by the board except in the case of a *written majority protest* (regarding elimination *or* modification of any specific budget item) from business owners which will pay *fifty* percent *or* more of the fees proposed to be levied as to any specific budget item pursuant to Streets and Highways Code Section 36525(b). In such case the written protest regarding any specific budget item shall be grounds to eliminate *or modify* such expenditure from the area's proposed budget pursuant to the written protest.

Streets and Highway Code 36535 (c) states: At the conclusion of the public hearing, the City Council may adopt a resolution confirming the report as originally filed or as changed by it. The adoption of the resolution shall constitute the levy of an assessment for the fiscal year referred to in the report,

**FISCAL IMPACT:** The Downtown Lodi Business Partnership was established in order to create the mechanisms necessary to give Downtown Lodi the ability to compete regionally as a shopping center and entertainment destination. The purpose of the assessment is to pool contributions of

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APPROVED: \_\_\_\_\_

  
Blair King, City Manager

individual business owners in order to provide the DLBP with the resources it needs to act on behalf of the district, providing services such as marketing and events coordination.

**FUNDING AVAILABLE:** As collected by the City on behalf of the DLBP. A 5% administrative fee is retained for collection services.

*for James R. Krum*  
Ruby Paiste, Interim Finance Director

*Janet L. Hamilton*  
Janet L. Hamilton  
Management Analyst

Attachments

cc: Chuck Easterling, Chair, **DLBP**



October 24, 2005

Mr. Blair King, City Manager  
City of Lodi  
221 W. Pine Street  
Lodi, Ca. 95241-1910

Re: Annual Report 2005/2006

Dear Blair:

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you in September of each year our annual report and budget.

In addition, the State of California Streets and Highways code, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you with seven copies, **five** for the City Council, one for the City Clerk and one **for yourself**.

Sincerely,

Mary L. Wallace, President  
Board of Directors  
Downtown Lodi Business Partnership



## **2005/2006 Annual Report**

**Items listed below refer to Section 36533(b) of the California Streets and Highway Code:**

- No changes in boundaries of benefit zones within the area are proposed
  - No physical improvements are planned
  - Budget for the budget year July 1, 2005 through June 30, 2006 is enclosed (Exhibit B)
  - A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed as Exhibits C & D respectively. **There** are no changes in the Benefit Fee Schedule.
- 4 The Budget details all sources of income and projected expenses

## Exhibit A

The Downtown business community is important to the City's overall health and vitality. The myth:

- Downtown revitalization only benefits downtown,
- Is nothing more than an attempt to save a few declining businesses
- Only benefits those businesses which are located downtown

This myth **must** be dispelled by getting the word out. Downtown revitalization is an investment in the future health of the entire community. Economically depressed downtowns drag the rest of the city down as well. The condition of downtown has come to be viewed as a barometer with two factors that are critical to investors: a community's overall economic health, and the capacity of its private and public sector leaders. Investors, prospects and potential residents, tend to look at a community's downtown as an indication of the quality of life offered by that community. Downtown is the heart of the community.

Over the past seven plus years, our Downtown has become a source of great civic pride and accomplishment, becoming the model for redevelopment throughout the Central Valley and State. Visitors to our city often comment on how pristine our Downtown is. The Downtown Lodi Business Partnership (DLBP) in partnership with businesses, professionals, merchants, and the City, manages Downtown. We maintain an office staffed with an Executive Director and administrative staff, to serve as an advocate for the downtown, to develop and conduct ongoing public awareness and educational programs designed to enhance appreciation of the downtown's physical assets, commercial environment and cultural charm, provides day-to-day oversight of projects in progress, acts as a point person for all downtown-related inquiries and issues, fosters and maintains a cooperative working relationship with existing business owners, prospective developers, and governmental agencies. The staff maintains and disseminates data and information pertaining to specifics projects and events. We establish and administer procedures for the use of streets for various activities and events, conduct events, develop and implement marketing for Downtown.

While this year has been challenging, the DLBP has continued to involve, develop, and promote downtown. Our by laws state our purpose with a common business interest of merchants, services, and professionals. Our very active and diverse board of directors is the main leadership element, providing varying expertise in a broad range of subjects.

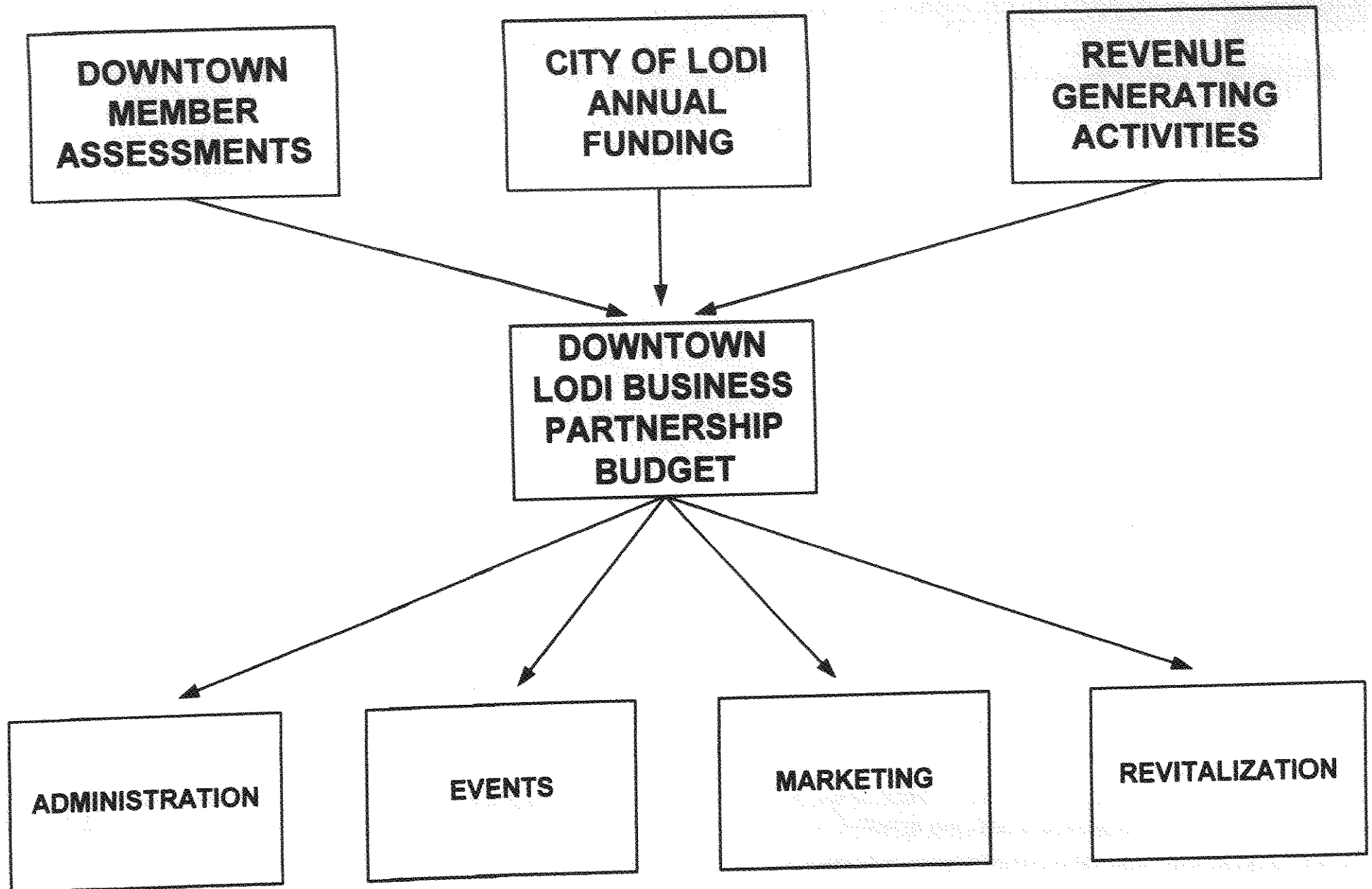
During the past year, we have:

- Set up an Economic Development Committee to coordinate and interface with the City's overall economic development program.
- Developed and implemented the DLBP event policy, contract and fee schedule ( see attached )

- Parking Committee and staff continued to work with city staff on parking management. It should be noted that while many consider parking a problem, we would consider it a bigger problem if there were no vehicles downtown.
- Collaborated and developed relationships with the Lodi Conference and Visitors Bureau, Chamber of Commerce, Wine Grape Commission, Hutchins Street Square, and the City of Lodi to form a group called "Destination Lodi". We meet monthly to discuss partnering to promote Lodi. We spent one full day with a facilitator discussing marketing of Lodi. At the end of the day, it was decided that we have two major areas to market; our wine appellation and Downtown.
- Supported, with enthusiasm, the City, in a program to bring tasting rooms downtown.
- In cooperation with our Faith community, partnered with the Family Faith Festival and 40 Days of community
- Worked with the City transportation manager to promote public transportation in Downtown Lodi. The manager sits on our Parade of Lights committee and is working to establish shuttle buses for the Parade.
- Continued to hold our Signature events: the Farmers Market and the Parade of Lights. Our Farmer's Market continued to grow and is rated one of the top in the State. The Parade of Lights was fantastic with one hundred entries.
- Adopted the Walldogs under our DLBP umbrella and are working in collaboration to insure a success event for our centennial celebration.

Our work is not complete; we still have much to do to reach our ultimate goals for Downtown. It is critical that the City continue to fund the Downtown Lodi Business Partnership for us to be successful. A thriving and successful Downtown will benefit the whole community's overall economic health. We want to thank the City Council and City staff for their continued support. We look forward to working with the City in achieving successes for Downtown Lodi.

# **DOWNTOWN LODI BUSINESS PARTNERSHIP OVERVIEW**



**DOWNTOWN LODI BUSINESS PARTNERSHIP  
PROPOSED BUDGET**

**JULY 1, 2005 THROUGH JUNE 30 2006**

<b>INCOME</b>	
Assessment Fees	34500.00
City of Lodi	52500.00
Banner Program	2500.00
Brews & Blues	5000.00
Candy Sales	18000.00
Easter Promotion	1500.00
Farmers Market	55000.00
Kiddie Parade	1000.00
Octoberfest	3000.00
Parade of Lights	15000.00
Wine & Sausag Festival	5000.00
Winterfest	6000.00
Miscellaneous Events & Sales	4000.00
<b>TOTAL INCOME</b>	<u><b>203000.00</b></u>
<b>EVENT EXPENSES</b>	
Banner Program	1000.00
Brews & Blues	1500.00
Candy Sales	13000.00
Centennial Celebration	1000.00
Easter Promotion	500.00
Farmers Market	30000.00
Kiddie Parade	300.00
Octoberfest	1000.00
Parade of Lights	6000.00
Walldogs	1000.00
Wine & Sausage Festival	1500.00
Winterfest	4000.00
Miscellaneous	1000.00
	<u><b>61800.00</b></u>
<b>MARKETING EXPENSES</b>	
Marketing Campaigns	11000.00
Mileage & Meetings	1500.00
Web Page Update	4000.00
Advertising & Promotion	5000.00
	<u><b>21500.00</b></u>
<b>REVITALIZATION</b>	
Brochure (Historical Walking Tour)	2500.00
Kiosk Update	2000.00
Placques & Trophies	1500.00
Quarterly Meetings	800.00
Sunshine Committee	800.00
Training & Information Seminars	1000.00
Tree Light Maintenance	3000.00
	<u><b>11600.00</b></u>
<b>ADMINISTRATIVE EXPENSES</b>	
Bank Fees	560.00
Insurance	12000.00
Office Supplies	3000.00
Office Equipment	4000.00
Postage	2500.00
Payroll Expense	78000.00
Professional Fees	1000.00
Rent	5040.00
Telephone	2000.00
	<u><b>108100.00</b></u>
<b>TOTAL EXPENSES</b>	<u><b>203000.00</b></u>
<b>NET INCOME</b>	<u><b>0.00</b></u>

**EXHIBIT B**



	ZONE A	ZONE B
Retailers and Restaurants	\$200. (1-3 emp.) \$300. (4-6 emp.) \$400. (7 + emp.)	\$100. \$150. \$200.
Service Businesses	\$150.	\$ 75.
Professional Business	\$100.	\$ 50.
Financial Institutions	\$500.	\$500.

Note: Retail and restaurant businesses will be charged on size which will be determined by the number of employees, either full-time or the equivalent made up of multiples of part-time employees.

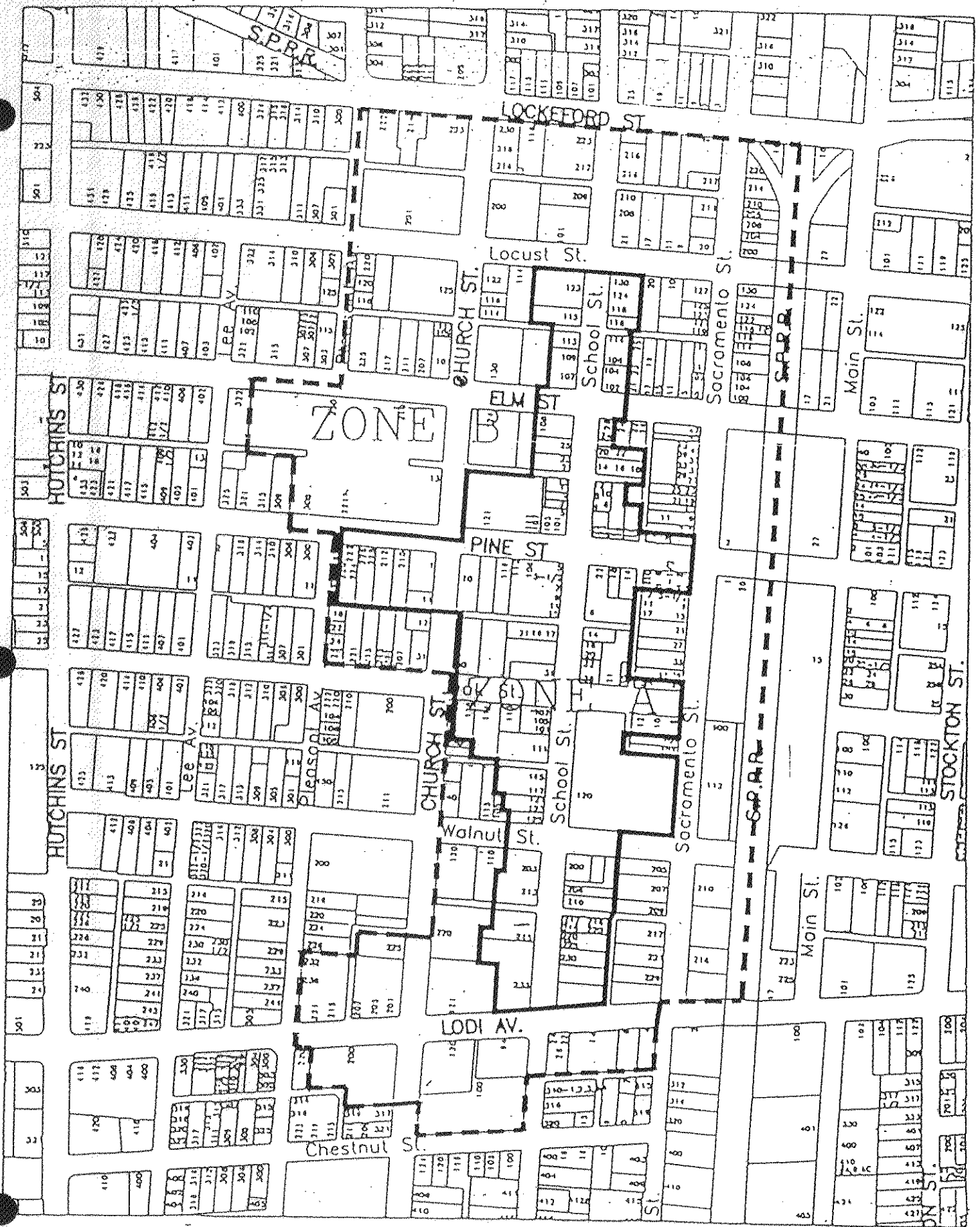
**Business type definitions:**

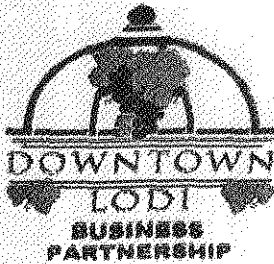
**Retail and Restaurant:** Businesses that buy and resell goods, examples are clothing stores, shoe stores, office supplies as well as businesses that sell prepared foods and drinks.

**Service Businesses:** Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

**Professional Businesses:** Includes Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.

**Financial Institutions:** Includes banking and savings and loan institutions as well as credit unions, etc.





## **DOWNTOWN LODI BUSINESS PARTNERSHIP**

### **MISSION STATEMENT**

Under agreement with the City of Lodi, the Downtown Lodi Business Partnership (DLBP) manages the Downtown Business Improvement Area (BIA), and works in partnership with businesses, property owners, cultural institutions and local city officials to enhance the revitalization efforts of downtown Lodi. Since it's inception, the Downtown Lodi Business Partnership has been instrumental in the tremendous growth and vibrancy of the downtown community.

**The mission statement of the DLBP is to:**

- **Encourage the development of new businesses, while retaining and revitalizing existing businesses**
- **Promote retail activity by creating and maintaining a quality environment through cooperative advertising and special events in the downtown area**
- **Serve as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public**



## **The Brown Act**

The DLBP complies with the Ralph M. Brown Act for its board meetings, general meetings and standing committee meetings.

Agendas of board meetings, general meetings or standing committee meetings shall be publicly posted 72 hours in advance of that meeting.

All DLBP meetings are open to the public. The only exceptions for closed meetings are for personnel issues and litigation issues.

For DLBP board meetings and general meetings, a copy of the meeting agendas are sent to board members via email, delivered to those without email, and posted in the window of the DLBP office located at 4 W. Pine Street.

A copy of the agenda for those meetings is also sent to The **Lodi News Sentinel** and The Stockton Record.

For committee meetings, the agendas are posted in the window of the DLBP office for public review.

For specific terms of the Brown Act, please refer to the Brown Act file located in the DLBP office.

## Events

### Overview:

- Develop Events **that** are not exclusive to marketing the Downtown, but the city of Lodi
- Develop Events that hold a recognized theme
- Modify the Farmers Market Event to include participants to fall into the category of "Homemade" and "Homegrown".
- Develop Partnerships with various groups/clubs to incorporate their heritage into our events that contain a theme.
- Implement the Downtown Lodi Business Partnership Event Policy

## 2006 DOWNTOWN LODI CALENDAR OF EVENTS

### DLBP EVENTS

VALENTINE'S DAY RETAIL PROMOTION	Saturday, Feb. 11
ST. PATRICK'S RAY CELEBRATION	Friday, March 17
SACRAMENTO STREET CAR SHOW	Saturday, April 1
SPRING SIDEWALK EGGS-TRAVAGANZA	Saturday, April 15
PHOTOS WITH THE EASTER BUNNY	Saturday, April 15 Sunday, April 16
WALL DOGS CENTINNIAL CELEBRATION	April 28 - May 31
CINCO DE MAYO CELEBRATION	Friday, May 5
HISTORIC WALKING TOUR	Weekends beginning in May
MOTHER'S DAY PROMOTION	Saturday, May 13
FARMERS MARKET & FESTIVAL	Thursdays June 1 - Sept. 28
WINE & SAUSAGE FESTIVAL	Sunday, June 11
FATHER'S DAY PROMOTION	Saturday, June 17
BREWS & BLUES FESTIVAL	Sunday, July 23
BACK-TO-SCHOOL SIDEWALK SALE	Saturday, Aug. 5
69th ANNUAL KIDDIE PARADE	Saturday, Sept. 16
OKTOBERFEST	Sunday, Oct. 15
SAFE-HALLOWEEN	Saturday, Oct. 28
WINTERFEST	Saturday, Nov. 25
PHOTOS WITH SANTA & VICTORIAN-ERA CARRIAGE RIDES	Saturdays Nov. 25 - Dec. 16
MERCHANT WINDOW DISPLAY CONTEST	Nov. 25 - Dec. 31
11th ANNUAL PARADE OF LIGHTS	Thursday, Dec. 7
NEW YEAR'S EVE	Sunday, Dec. 31

### NON-DLBP EVENTS

SCHOOL STREET STROLL	Fridays (tentative) April 14 & Oct. 13
LODI STREET FAIRE	Sundays (tentative) May 7 & Oct. 1

2006

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## **Downtown Lodi Business Partnership**



# **Special Events Policy**

2005

**Event & Promotions Committee**

## Downtown Lodi Special Event Permit – Application & Fees

### COMMERCIAL ORGANIZATIONS (FOR-PROFIT)

CLASS	ANTICIPATED ATTENDANCE	APPLICATION FEE	PERMIT FEE
A	50,000	\$ 150.00	\$15,000.00
B	20,000 – 49,000	\$ 150.00	\$8,000.00
C	10,000 – 19,000	\$ 100.00	\$ 5,000.00
D	2,000 – 9,999	\$100.00	\$ 2,500.00
E	250 – 1,999	\$ 100.00	\$ 500.00

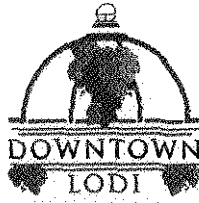
### NON-PROFIT ORGANIZATIONS AND/OR DLBP MEMBERS

CLASS	ANTICIPATED ATTENDANCE	APPLICATION FEE	PERMIT FEE
A	50,000	\$ 100.00	\$ 9,000.00
B	20,000 – 49,000	\$ 100.00	\$ 3,000.00
C	10,000 – 19,000	\$50.00	\$ 1,500.00
D	2,000 – 9,999	\$ 50.00	\$ 750.00
E	250 – 1,999	\$ 50.00	\$ 250.00

### CHARITABLE EVENTS

CLASS	ANTICIPATED ATTENDANCE	APPLICATION FEE	PERMIT FEE
A	50,000	\$100.00	\$ 3,000.00
B	20,000 – 49,000	\$100.00	\$ 1,500.00
C	10,000 – 19,000	\$ 50.00	\$750.00
D	2,000 – 9,999	\$ 50.00	\$250.00
E	250 – 1,999	\$50.00	\$ 0





## DOWNTOWN LODI SPECIAL EVENTS POLICY

This document outlines the guidelines for the implementation of a special event in the Lodi Downtown Area, as set forth by the Downtown Lodi Business Partnership (DLBP). It defines, categorizes, and sets a fee structure for Special Events held within the Business Improvement Area (BIA).

### PURPOSE

It is the purpose of this policy to regulate and standardize the process of holding a special event in Downtown Lodi so that such events can be held with the safety and health of the participants in mind, the protection of public property considered, and the impact of the event on non-participating citizens minimized. A corollary purpose to this policy is to ensure that those who benefit from an event bear the cost of the event. This includes any special requirements or demands from the Downtown Lodi Business Partnership and/or City of Lodi.

Community festivals and special events serve to promote tourism, showcase local talent, expose artists and performers to new audiences, invigorate community spirit, revitalize the downtown area and contribute substantial economic and social benefits to the local community. In recognition of these benefits, it is the policy of the Downtown Lodi Business Partnership to encourage community activities which promote tourism, foster the economic revitalization and growth of the downtown area while increasing the cultural activities available to the residents of the Lodi area.

The Downtown Lodi Business Partnership recognizes the complexity of implementing a special event and encourages the applicant to utilize the resources and knowledge provided by the Special Events staff. The success of a special event in the downtown area benefits both the applicant as well as the Downtown Lodi Business Partnership. The DLBP is committed to working hand-in-hand with the surrounding community in an effort to achieve highly successful and mutually beneficial special events in the downtown area.

Downtown Lodi is host to many public outdoor events on an annual basis. As you begin the planning process for your event, it is important to recognize that your activity plays a unique part in the relationship

we have with each individual within the community and that the quality of your event can make a considerable difference to the City of Lodi. Our outdoor events add to the character of the downtown area and provide an opportunity for merchants, vendors, residents and guests to interact with one another. This information below is intended to help you better understand the DLBP's outdoor event permit procedure and provide helpful tips to help facilitate your planning process.

## PERMIT PROCESS

In order to process your Special Event Permit application, it must be received by the Downtown Lodi Business Partnership no less than 120 days prior to the actual date of your event. The DLBP's Special Events Committee (SEC) shall be responsible for coordinating and approving the permitting of all outdoor events, including each of its components. Generally, the scheduling and review of events shall be on a first come, first served basis. In addition to obtaining the event permit, there are several other permits which may need to be acquired; you will read more about these types of permits throughout this packet. It is our goal to assist every event organizer in properly planning safe and successful events which have minimal impact to the daily business operations of our local merchants and business owners.

## HOW TO SUBMIT YOUR SPECIAL EVENT PERMIT APPLICATION

After you have carefully developed your outdoor event plan, submit your proposed event description and plan to the DLBP on the forms enclosed. Please be aware that failure to submit your application in a timely manner, or submitting an incomplete application, may result in a delay of the approval process. Applications which are not completed in their entirety will be returned and will not be reviewed by the SEC until all information has been completed in full.

Once you have submitted your Special Event Permit Application to the DLBP, you will be contacted to schedule a meeting with the Special Events Committee, a group comprised of DLBP Event Staff, Board Members and local merchants.

We hope that you find these instructions helpful. Should you have any questions or require further assistance, please do not hesitate to contact the Downtown Lodi Business Partnership Special Events Department at (209) 369-8052.

*Thank you for your interest in Historic Downtown Lodi as the venue-of-choice for your event!!!*

## DEFINITIONS

- **Application:** A written request on forms supplied by the DLBP Special Events Committee (SEC) which sets forth the information required to be provided by this policy.
- **City** shall refer to the City of Lodi
- **City-Sponsored Event:** A public event which is directly related to a recognized function of city government and which is in major part initiated, financed and executed by the City. It does not include events in which the City is merely listed as a co-sponsor if the City does not carry a major share of the burden of initiating, financing and executing the event.
- **Downtown Lodi Business Partnership (DLBP):** The organization responsible, as mandated by its member businesses and the City of Lodi, to oversee, manage and market the activities and events which occur within the Business Improvement Area (BIA).
- **Downtown Business Improvement /Festival Area (BIA):** The streets and businesses within the downtown district which make up the Business Improvement Area (see attached map).
- **Event Bond/Deposit:** A bond/deposit conditioned upon good performance which shall be required of any applicant who proposes to do the cleaning of streets or festival areas in connection with an approved special event. This bond/deposit will provide coverage for any damages in connection with the special event.
- **Extra Personnel Hours:** The total of the number of all hours worked by DLBP and city employees in the particular departments or areas under consideration for classification purposes in connection with the production of the special event in question, to the extent that such hours exceed the total number of hours which would have been worked by those same city employees in the same location had the special event not taken place. Excluded from this definition are the personnel hours worked by the SEC or DLBP staff designated to fulfill the function of the Special Events Committee on any particular occasion.
- **Party:** Shall refer to the applicant who makes a request to hold a Special Event
- **Political Demonstration:** A public gathering, procession or parade, the primary purpose of which is the exercise of the rights of assembly and free speech as guaranteed by the First Amendment to the

Constitution of the United States. The fact that such an event may be advertised as a "special event" does not in and of itself bring such a demonstration within the scope of this policy.

- **Special Event:** Refers to outdoor events that include, but are not limited to, the following: fair, carnival, circus, parade, concert, walk or run, graduation, block party or other festival, ceremony, rally, procession, or mass gathering. A Special Event may also involve selling, advertising, and/or promoting. The policy includes events held on private property if the event affects or impacts any part of the downtown business improvement area or otherwise extends beyond the boundaries of the immediate property.
- **Special Events Committee (SEC):** An appointed committee of representatives from the Downtown Lodi Business Partnership who may be affected by a special event. The committee purpose shall be to review and evaluate a party's application for approval/denial by the DLBP Board of Directors.
- **Downtown Events Coordinator (DEC):** The person(s)/department(s) designated by the DLBP Special Events Committee to carry out the functions of this policy. In addition to the functions listed hereafter, the Downtown Events Coordinator will act as the communicator and liaison to the party requesting a special event and will be responsible for monitoring the submittal of charges, fees, deposits and appropriate insurance requirements. The DEC will also review all applications for completeness prior to submittal to the SEC for review.
- **Permit Fee:** The fee required to be paid by an organization or entity for the issuance of an agreement to hold a public festival or event in the downtown area.
- **Application Fee:** The non-refundable fee required upon submission of your application packet in order to cover the costs of processing and verifying the information provided.

## CRITERIA FOR EVALUATING SPECIAL EVENTS

- The DLBP encourages the production of special events which will attract people downtown and help stimulate a positive downtown environment. The DLBP Special Events Committee shall be charged with the responsibility of determining whether or not a particular applicant shall be entitled to hold a special event within the boundaries of the BIA, and in determining whether to grant or deny a particular application, shall take into account the effect the proposed special event will have upon the environment, the business climate, and the public health and safety of downtown merchants,

residents and guests. The SEC shall also take into account the frequency with which such events are held and the convenience of the public and merchants in relation thereto.

The DLBP Special Events Committee will also consider:

- How well the applicant, insofar as it can be determined, appears capable or incapable of executing the planned special event;
- Whether any inconvenience which may be suffered by the general public or member businesses is outweighed by the potential benefit to the downtown community as a whole;

Whether budgetary considerations at the time of the application create such a heavy burden upon DLBP or financial resources that it would not be practical to hold the proposed special event at the time requested;

- Whether the holding of the special event as planned would create an undue burden upon the manpower resources of the DLBP or City; and
- Whether the health and safety of the public, or downtown economy, would be compromised substantially

In addition to the criteria above, the DLBP shall take into account the following considerations:

- The extent to which the event contributes to the promotion of tourism.
- The extent to which the event contributes to economic revitalization
- The extent to which the event increases cultural programming available to residents of the Lodi area.
- The impact of the event on the environment.
- The frequency of the same or similar event(s).

## SPECIAL EVENT APPLICATIONS

Parties who wish to make a request for a Special Event should contact the DLBP's Administrative Office during standard office hours for a complete Special Event Application Packet. The completed request form shall be submitted to the DLBP no less than 120 days prior to the requested date. Applications will be accepted on a first-come, first-served basis. However, returning events have ninety (90) days from the last day of that event to submit their application for the following year's adjusted dates. After the ninety (90) days, all events may be scheduled on a first-come, first-served basis, regardless of previous use. The party will be notified of the other departments and organizations that should be contacted.

It is recognized that circumstances surrounding requests for Special Events may require varying amounts of attention, time, and effort devoted to the process and procedure of approving or denying the request. Therefore, it is understood that every effort will be made to respond and make a decision on a request within a reasonable period of time. It is also expected that the party making the request will anticipate a reasonable length of lead time required to make a final decision.

When two or more parties make a request for the same area on the same date, a compromise agreement between the parties will be attempted. In the case where a conflict cannot be resolved, the final determination for granting a special event request remains with the Special Events Coordinator.

### **The application must include the following information:**

1. The name of the special event and its purpose in general terms.
2. The name(s) of the person(s) or organization(s) sponsoring said special event, together with the addresses and telephone numbers of all such persons or organizations.
3. The date or dates of the proposed special event.
4. The specific location(s) within the Downtown Lodi area where the proposed event **would** take place.
5. The number of persons estimated to be in attendance at such event.
6. Whether any street closures **are** requested, **and**, if so, the number of streets and when.

7. Whether any beer, wine, or other spiritous beverages are expected to be present and/or sold for public consumption, together with a detailed proposal for any such sale, indicating among other things, who is expected to be the vendor or vendors, whether such vendor ~~or~~ vendors presently hold any type of license for on-premises consumption of alcoholic beverages, and stating the exact locations and times for such sales.
8. Whether any temporary outdoor structures (i.e. **staging**, awnings, tents, scaffolding, etc.) are proposed to be built, describing them in detail.
9. Whether any signs or banners are proposed to be erected, giving details.
10. Any parades, road races, etc. planned in connection with such event, stating details; including the time, location and anticipated crowd.
11. Whether entertainment **will** be involved, giving details as to nature, time and place.
12. Whether there will be street vendors or peddlers involved, giving details, including specifically contracted or regularly licensed vendors and peddlers.
13. Whether the applicant proposes either in whole ~~or~~ in part to be responsible for cleaning up the area used, specifying details.
14. Whether the applicant proposes to hire security guards or off-duty officers to assist in security and traffic control, giving details.
15. Whether utility services such as electrical power or water will be required specifying amount and type.
16. Whether electrical wiring shall be installed, specifying installation details
17. A proposed parking plan.
18. Traffic control plan.
19. A plan for emergency health services to be forwarded to the Health Department.
20. A plan which addresses the needs of persons with disabilities.

- 21 The applicant should specify any service, material, or property which is expected to be provided by the DLBP or the city. Special Events will be limited to city property that can accommodate the event.
22. Event holders who wish to use other city property must file a detailed event plan including a map of the event.

## APPLICATION REVIEW

When the applicant submits a Special Event application, the Special Events Committee will review the application to determine the impact the event will have on the public, if special City services will be required, and what additional licenses and permits are needed (encroachment permit, re-seller's license, health permit, etc.). If an event is considered closed to the public or if streets will be closed, the Special Events Coordinator may request the sponsor contact neighboring residents and/or merchants for permission.

The following DLBP, City & County Departments will be involved in reviewing specific portions of the Special Event Application:

1. **DLBP Administrative Office:** Will review all applications and disseminate information to the appropriate departments involved, establish special needs or requirements, review and determine all necessary licenses and permits, and review all operating, logistical and cleanup plans. Will determine whether requested property is available at the requested date/s and if the event conforms to the DLBP's Special Event Policy.
2. **City of Lodi - Public Works Department:** Will review all plans for temporary structures, street closures and proposed activities which will occur in the public-right-of-way and, if the request is approved, provide the appropriate permits. This Department shall also review all plans pertaining to sanitation, pre and post-event street cleaning, and determine any additional barricade and street closure requirements and/or equipment needs.
3. **San Joaquin County Health Department:** Will review all plans including medical and environmental hazards, on-site food vending, and other health and safety requirements. Approval by this Department will require a Temporary Event Permit and in the case of on-site food sales, a Temporary Event Health Permit.
4. **City of Lodi - Fire Department:** Will review all plans to determine life safety hazards, fire personnel and accessibility issues.



5. **City of Lodi - Police Department:** Will review all plans for security, parking, and traffic, noise and crowd control
6. **City of Lodi - Risk Manager:** Will review all plans to determine appropriate
7. insurance levels and liability requirements.
8. **City of Lodi - Transportation Division:** Will review all plans pertaining to mass transportation, and the use of public parking structures and lots.

## **Downtown Lodi Business Partnership 2006 Marketing Plan**

### **Objective:**

Through advertising, events, and special merchant promotions that highlight our businesses and historic buildings and streets, the Downtown Lodi Business Partnership's marketing goal is to bring visitors and residents to Downtown.

### **Goals:**

The main goal of the DLBP is to bring more customers and businesses to the downtown, therefore, increasing the tax base. The DLBP will work together with organizations such as the Conference and Visitors Bureau, Chamber of Commerce, Hutchins Street, Wine Grape Commission, and the City of Lodi to develop collaborative events and promotions that will help market and promote not only Downtown Lodi, but the City of Lodi as well. The DLBP is looking forward to partnering with the viticulture community in an effort to bring the wine industry to Downtown Lodi. The DLBP will continue to work on strengthening its relationship with the downtown merchants by offering a full program of services to our members:

- Quarterly newsletters
- Quarterly Member Meetings
- New Business Information Packets
- *Parking Management Committee*
- Marketing & Promotions Committee
- DLBP office staff to serve the membership and public
- Serve as an advisory advocate for the membership with the City of Lodi
- Sunshine Committee

## **Advertising & Promotional Tools**

### **Newspaper:**

The Lodi News-Sentinel has been our primary source of advertising. Through the News-Sentinel, we promote Downtown with our own special pull-out Tabloid section eight times a year. This tool has been very beneficial for our membership and our organization. It has served to advertise our special events, inform the public with educational articles written by our membership, and give membership a discounted advertising rate.

Additionally, we use the Galt Herald, the Stockton Record, and the Pennysaver/Local Living on a limited basis for promoting events and media alerts.

### **Website:**

The DLBP is working to improve our Website, which is currently down for construction. Our goal is to make the Website a user friendly tool for the public to find information on Downtown.. It will provide links to various organizations and the City of Lodi. We will also encourage our membership to further develop their own Websites.

### **Banners:**

The DLBP launched it's "sponsor a banner" program in June 2004. The campaign coincides with the Farmers Market and the Holiday Season. The campaign is a beneficial tool for the merchants to advertise and for the DLBP to promote events through the year.

### **Brochures:**

It was decided not to issue a new Downtown brochure this year, but rather partner with the Chamber of Commerce and place an ad in their new map. Since the Conference & Visitors Bureau is also publishing a tear off map to be placed in hotels and businesses, it was felt that three maps were not needed. However, we are currently working on a historic walking tour of Downtown that will highlight historical points of interest and perhaps can include a Walldog map.

**Member Promotion and Public Relations:**

The DLBP will continue to feature businesses profiles in our Tabloid and encourage the Lodi-Sentinel to profile downtown businesses on a regular basis. Press releases will continue to be Issued for new and expanding businesses downtown.

**Shop Downtown Lodi First Program:**

The purpose of this program is to convince consumers to shop Lodi first before going out of town. Shopping locally permits the local businesses to expand and allows them to underwrite community events, support charities, sponsor youth activities and generally help the community from which they derive their will being.

Sales tax is on of the most important sources of funding that pays for the City of Lodi police, fire, maintenance personnel, street services and all other city functions. We can help improve our tax base.

Shop Lodi goals are to increase purchases made in Lodi, thereby increasing retail sales and sales tax revenue. The purpose of this program is to educate the public and increase community awareness of the benefits of making their purchases in Lodi. We will continue to enlist the cooperation of the City of Lodi, the Chamber, and the Lodi Visitors & Convention Bureau to promote the Shop Lodi First program.

**Niche Marketing:**

This marketing concept works well in our area since there are a good number of like businesses that can be marketed as a group. This concept will continue to be used with the restaurant guide in the newspaper Tabloid, articles, group ads, and additional promotions. *We will continue to partner with Hutchins Street in promoting dinner and a night at Hutchins Street.*

**Kiosk Program:**

Along with being an attractive staple of Downtown Lodi, the kiosk program has also become a great advertising tool for local arts, entertainment, and events. The DLBP is looking to refurbish the kiosks this next year and will work to make the program even better.

**Transparency at Wine & Visitors Center:**

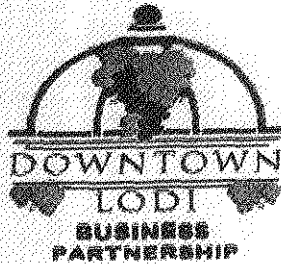
The DLBP would like to partner with the Wine & Visitors Center to have an appropriate advertisement for Downtown Lodi at the center to encourage visitors to come Downtown.

**Billboards:**

We would like to consider partnering with other groups to have a billboard along either Rte.99 or Rte. 5.

**Events:**

The Downtown Lodi Business Partnership will continue to rely on events held throughout the year to help promote and market Downtown. In addition to our celebratory and signature events, the DLBP will be adding *more retail promotions* in an effort to increase business for the merchants. A calendar of proposed events for 2006 is enclosed in this packet.



## DEVELOPING A STRATEGIC PLAN

The Board approved a Vision Plan, which included six parts. This is the consolidated action steps from each of you. The Board now needs to establish priorities and a timetable.

### 1. INVOLVE ALL DOWNTOWN MERCHANTS

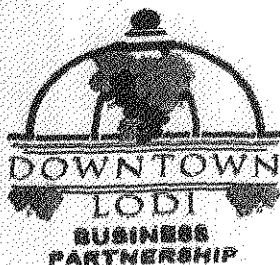
- Establish communication methods & guidelines (e-mail, fax, phone, personal visits, newsletter)
- Do a survey with merchants (need to find their expectants, talents, and level of involvement)
- Each Board meeting to include report (merchant visits, involvement, questions, etc.)
- Establish guidelines for Merchant Recognition (New, Anniversary, Awards, Special Events, etc.)

### 2. PROMOTE DOWNTOWN LODI

- Shop Downtown Campaign (Finish Brochure, Map, Kiosks, Frequent Shoppers, Mystery Shopper)
- Get customer base from merchants during survey and advertise to this base.
- Study of best form of advertising (Web page-need to complete, also review newspaper, T.V., radio, etc.)
- Signs. Need to develop unique signing for every major entrance to Lodi

### 3. CREATE EVENTS

- Maintain: Large Venues (Farmers Market, Parade of Lights)
- Grow: or discontinue others (Kiddie Parade, Safe Halloween)
- Create: New Venues (Jazz, October Fest, First Night Out, Arts Fair, Christmas Festival)



#### 4. COOPERATE WITH OTHERS ENTITIES

- City
- Chamber
- Vine & Visitors
- All others that have Downtown's interest

The cooperation would be to attend other meetings, tie in with other events, have joint events, share training, share cost. Common newsletter for all entities?

#### 5. EFFECT MERCHANT MIX

- Survey to community, what do they want?
- Why locate Downtown?
- Work with Realtors, City, Etc.
- Develop a list of all merchants and provide direction on desired mix of stores.

#### 6. IDENTIFY OUR DOWNTOWN

- New Slogan
- Review Logo
- Wall Dog Murals
- Tie in All Signing, advertising from all entities to **reflect** the same logo, theme, slogan.

## DOWNTOWN LODI BUSINESS PARTNERSHIP FREQUENTLY ASKED QUESTIONS

### How are my assessments determined?

Assessment fees for businesses located within the Business Improvement Area (BIA) are calculated as follows:

#### BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE B
<b>Retailers/Restaurants*</b>	\$200 (1-3 Employees)	\$100
	\$300 (4-6 Employees)	\$150
	\$400 (7+ Employees)	\$200
<b>Service Businesses</b>	\$150	\$75
<b>Professional Businesses</b>	\$100	\$50
<b>Financial Institutions</b>	\$500	\$500

\*Note: Retail and restaurant businesses are assessed based on the number of employees - either full-time, or the equivalent made up of multiple employees

#### BUSINESS TYPE DEFINITIONS:

- **Retail and Restaurant** – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks
- **Service Businesses** – Businesses that self-services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.
- **Professional Businesses** – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses which require advanced or specialized licenses, and/or advanced academic degrees
- **Financial Institutions** – Includes banking and savings and loan institutions, as well as credit unions, etc.



10/20/2005

**When will I be billed?**

The DLBP levies annual assessments for businesses residing within the BIA on January 1<sup>st</sup> of each year. Your assessment fee will be included in your annual business license renewal from the City of Lodi. Payment should be mailed directly to the City of Lodi, who in turn, reimburses 100% of the assessment fee back to the DLBP.

**What if my business doesn't directly benefit from the BIA?**

But it does! You are a member of a community that derives its strength from cooperative action. You have selected the location of your business because of desirability, status and environment; and as the appearance and success of your business neighborhood improves, these three factors will improve as well.

**Do I have to pay?**

Yes. This is a legally mandated assessment the same as your business license or property tax. If you do not pay, the City of Lodi will seek relief in the form of collection action, credit report notification, or other legal remedies.

**Who can I contact about billing?**

Annual assessment billings are a collaborative effort on behalf of the DLBP and the City of Lodi's Finance Department. Should you have questions about your assessment fee, require fee adjustments, or are no longer within the BIA, please contact the DLBP directly at (209)369-8052.

RESOLUTION NO. 2006-08

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
LODI CONFIRMING THE 2006 ANNUAL REPORT FOR THE  
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA  
NO. 1 AND LEVY OF ASSESSMENT

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report, as required by Streets and Highways Code 536533, has been submitted to the City Council by the Board of Directors of said Improvement Area; and

WHEREAS, a public hearing was held as required by Streets and Highways Code 536524 on January 4, 2006, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or as soon thereafter as possible, to consider protests to the assessment levy.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

- 1) The required public hearing was duly held, at which time the public was allowed to present written or oral protests to the levy of assessment for Downtown Lodi Business Improvement Area No. 1.
- 2) A majority protest as defined in the Streets and Highways Code §36525 was not made.
- 3) The 2006 Annual Report as submitted on December 21, 2005, by the Board of Directors of the Improvement Area to the City Council is hereby confirmed as originally filed and attached hereto.
- 4) The confirmation of the report and adoption of this resolution constitutes the levy of the assessment as contained in the Annual Report for the calendar year 2006.

Dated: January 4, 2006

I hereby certify that Resolution No. 2006-08 was passed and adopted by the City Council of the City of Lodi in a regular meeting held January 4, 2006, by the following vote:

AYES: COUNCIL MEMBERS – Beckman, Hansen, Johnson, and Mounce  
NOES: COUNCIL MEMBERS – Mayor Hitchcock  
ABSENT: COUNCIL MEMBERS – None  
ABSTAIN: COUNCIL MEMBERS – None

  
SUSAN J. BLACKSTON  
City Clerk



## **200512006 Annual Report**

**Items listed below refer to Section 36533(b) of the California Streets and Highway Code:**

- No changes in boundaries of benefit zones within the area **are** proposed
- No physical improvements **are** planned
- Budget for the budget *year* July 1, 2005 through June **30, 2006** is enclosed (Exhibit B)
- A Benefit Fee Schedule and a Map of the Business Improvement **Area** *are* enclosed **as** Exhibits C & D respectively. There **are** no changes in the Benefit Fee Schedule.
- The Budget details all sources of income **and** projected **expenses**

## Exhibit A

The Downtown business community is important to the City's overall health and vitality. The myth

- Downtown revitalization only benefits downtown,
- Is nothing more than an attempt to save a few declining businesses
- Only benefits those businesses which are located downtown

This myth must be dispelled by getting the word out. Downtown revitalization is an investment in the future health of the entire community. Economically depressed downtowns drag the rest of the city down as well. The condition of downtown has come to be viewed as a barometer with two factors that are critical to investors: a community's overall economic health, and the capacity of its private and public sector leaders. Investors, prospects and potential residents, tend to look at a community's downtown as an indication of the quality of life offered by that community. Downtown is the heart of the community.

Over the past seven plus years, our Downtown has become a source of great civic pride and accomplishment, becoming the model for redevelopment throughout the Central Valley and State. Visitors to our city often comment on how pristine our Downtown is. The Downtown Lodi Business Partnership (DLBP) in partnership with businesses, professionals, merchants, and the City, manages Downtown. We maintain an office staffed with an Executive Director and administrative staff, to serve as an advocate for the downtown, to develop and conduct ongoing public awareness and educational programs designed to enhance appreciation of the downtown's physical assets, commercial environment and cultural charm, provides day-to-day oversight of projects in progress, acts as a point person for all downtown-related inquiries and issues, fosters and maintains a cooperative working relationship with existing business owners, prospective developers, and governmental agencies. The staff maintains and disseminates data and information pertaining to specific projects and events. We establish and administer procedures for the use of streets for various activities and events, conduct events, develop and implement marketing for Downtown.

While this year has been challenging, the DLBP has continued to involve, develop, and promote downtown. Our by laws state our purpose with a common business interest of merchants, services, and professionals. Our very active and diverse board of directors is the main leadership element, providing varying expertise in a broad range of subjects.

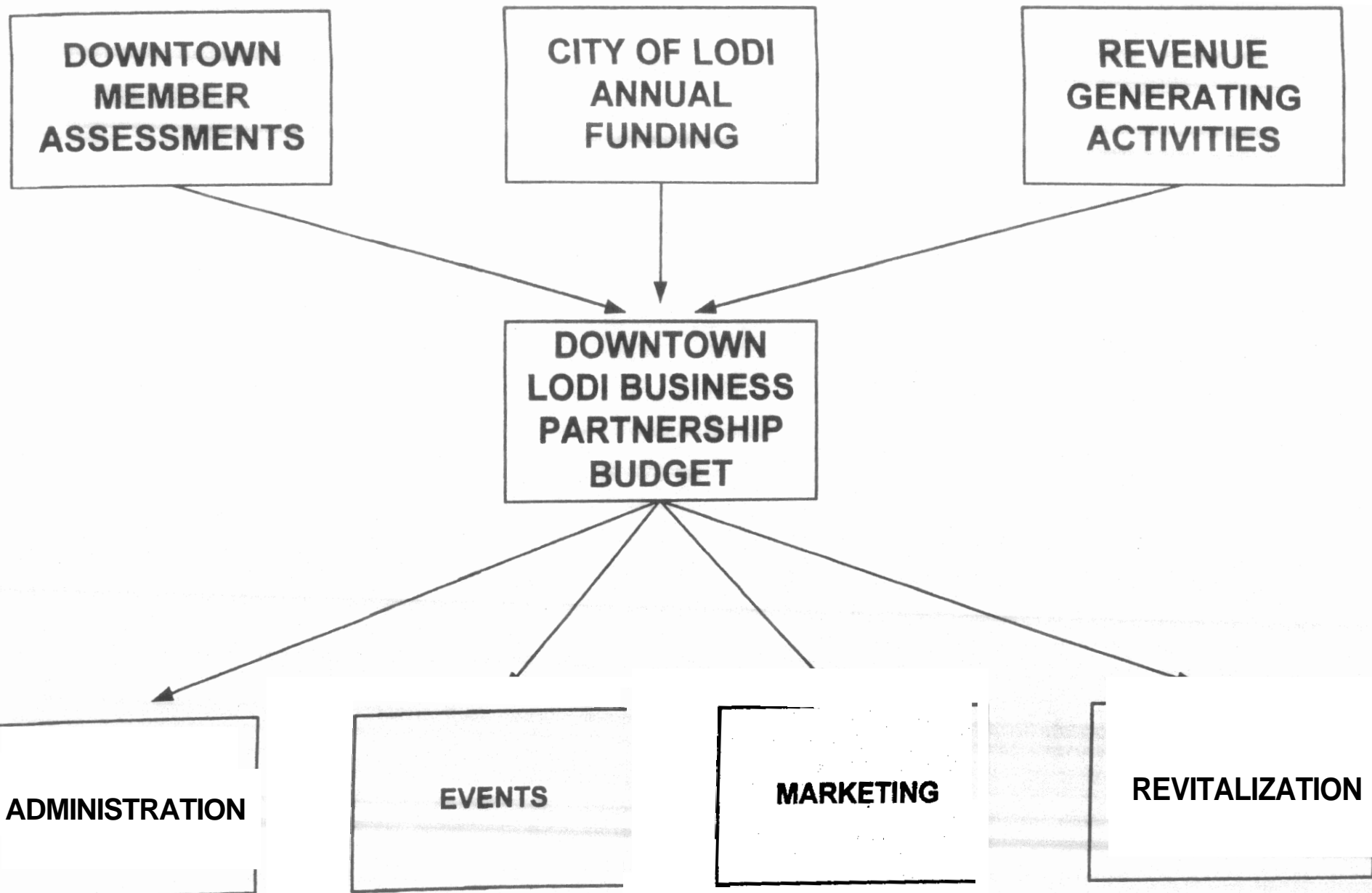
During the past year, we have:

- Set up an Economic Development Committee to coordinate and interface with the City's overall economic development program.
- Developed and implemented the DLBP event policy, contract and fee schedule ( see attached )

- Parking Committee and staff continued to work with city staff on parking management. It should be noted that while many consider parking a problem, we would consider it a bigger problem if there were no vehicles downtown.
- Collaborated and developed relationships with the Lodi Conference and Visitors Bureau, Chamber of Commerce, Wine Grape Commission, Hutchins Street Square, and the City of Lodi to form a group called "Destination Lodi". We meet monthly to discuss partnering to promote Lodi. We spent one full day with a facilitator discussing marketing of Lodi. At the end of the day, it was decided that we have two major areas to market; our wine appellation and Downtown.
- Supported, with enthusiasm, the City, in a program to bring tasting rooms downtown.
  - In cooperation with our Faith **community**, partnered with the Family Faith Festival and **40** Days of community
- Worked with the City transportation manager to promote public transportation in Downtown Lodi. The manager sits on **our** Parade of Lights committee and is working to establish shuttle buses for the Parade.
- Continued to hold our Signature events: the **Farmers** Market and the Parade of Lights. Our Farmer's Market continued to grow **and** is rated one of the top in the State. The Parade of Lights was fantastic with one hundred entries.
  - Adopted the Walldogs under **our DLBP** umbrella and **are** working in collaboration to **insure** a success event for our centennial celebration.

**Our** work is not complete; we still have much to do to reach **our** ultimate **goals** for Downtown. It is critical that the City continue to fund the Downtown Lodi Business Partnership for us **to** be successful. A thriving and successful Downtown will benefit the whole community's overall economic health. We want to thank the City Council and City staff for their continued support. We look forward to working with the City in achieving successes for Downtown Lodi.

# DOWNTOWN LODI BUSINESS PARTNERSHIP OVERVIEW



**DOWNTOWN LODI BUSINESS PARTNERSHIP  
PROPOSED BUDGET**

JULY 1, 2005 THROUGH JUNE 30 2006

**INCOME**

Assessment Fees	34500.00
City of Lodi	52500.00
Banner Program	2500.00
Brews 6 Blues	5m.w
Candy Sales	18000.00
Easter Promotion	1500.00
Fanners Market	55000.00
Kiddie Parade	1 m . w
Octoberfest	3GW.W
Parade of Lights	15000.00
Wine & Sausag Festival	5000.00
Winterfest	6000.00
Miscellaneous Events & Sales	4000.00

**TOTAL INCOME** 203000.00

**EVENT EXPENSES**

Banner Program	1000.00
Brews & Blues	1500.00
candy sales	13000.00
Centennial Celebration	1000.00
Easter Promotion	500.00
Fanners Market	30000.00
Kiddie Parade	300.00
Octoberfest	1 m . w
Parade of Lights	6000.00
Walldogs	1000.00
Wine 6 Sausage Festival	1500.00
Winterfest	4000.00
Miscellaneous	1000.00

61800.00

**MARKETING EXPENSES**

Marketing Campaigns	11000.00
Mileage & Meetings	15W.W
Web Page Update	4WO.W
Advertising & Promotion	5m.w

215w.w

**REVITALIZATION**

Brochure (Historical Walking Tour)	2500.00
Kiosk Update	2wo.W
Placques & Trophies	15w.w
Quarterly Meetings	800.00
Sunshine Committee	800.00
Training & Information Seminars	1000.00
Tree Light Maintenance	3000.00

11600.00

**ADMINISTRATIVE EXPENSES**

Bank Fees	560.00
Insurance	12000.00
Office Supplies	3000.00
Office Equipment	4000.00
Postage	25w.w
Payroll Expense	7 m . w
Professional Fees	1000.00
Rent	5040.00
Telephone	2000.00

108100.00

**TOTAL EXPENSES** 203000.00

**NET INCOME** 0.00

**EXHIBIT B**

**EXHIBIT C**  
**Downtown Lodi Business Partnership**  
**Benefit Fee Schedule**

	<b>ZONE A</b>	<b>ZONE B</b>
Retailers and Restaurants	\$200. (1-3 emp.) 9300. (4-6 emp.) \$400. (7 + emp.)	\$100. \$150. \$200.
Service Businesses	\$150.	\$ 75.
Professional Business	\$100.	\$ 50.
Financial Institutions	\$500.	\$500.

Note: Retail and restaurant businesses will be charged on size which will be determined by the number of employees, either full-time or the equivalent made up of multiples of part-time employees.

**Business type definitions:**

**Retail and Restaurant:** Businesses that buy and resell goods, examples are clothing stores, shoe stores, office supplies as well as businesses that sell prepared foods and drinks.

**Service Businesses:** Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

**Professional Businesses:** Includes Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.

**Financial Institutions:** Includes banking and savings and loan institutions as well as credit unions, etc.





PROOF OF PUBLICATION

(2015.5 C.C.C.P.)

STATE OF CALIFORNIA

County of San Joaquin

I am a citizen of the United States and a resident of the County aforesaid: I am over the age of eighteen years and not a party to or interested in the above entitled matter. I am the principal clerk of the printer of the Lodi News-Sentinel, a newspaper of general circulation, printed and published daily except Sundays and holidays, in the City of Lodi, California, County of San Joaquin and which newspaper had been adjudicated a newspaper of general circulation by the Superior Court, Department 3, of the County of San Joaquin, State of California, under the date of May 26th, 1953. Case Number 65990; that the notice of which the annexed is a printed copy (set in type not smaller than non-pareil) has been published in each regular and entire issue of said newspaper and not in any supplement thereto on the following dates to-wit:

December 24th

all in the year 2005.

I certify (or declare) under the penalty of perjury that the foregoing is true and correct.

Dated at Lodi, California, this 24th day of  
December 2005.

Signature

This space is for the County Clerk's Filing Stamp

Proof of Publication of  
Notice of Public Hearing Resolution No. 2005-262  
A Resolution of Intention to Levy Annual Assessment For  
Downtown Lodi Business Improvement Area No. 1,  
Establishing Public Hearing Date, and Approving Annual  
Report

PROOF OF PUBLIC HEARING  
RESOLUTION NO. 2005-262

A RESOLUTION OF INTENTION  
TO LEVY ANNUAL ASSESS-  
MENT FOR DOWNTOWN LODI  
BUSINESS IMPROVEMENT  
AREA NO. 1, ESTABLISHING  
PUBLIC HEARING DATE, AND  
APPROVING ANNUAL REPORT

WHEREAS, Downtown Lodi  
Business Improvement Area No. 1  
was established December 17,  
1197, by Council adoption of  
Ordinance No. 1654; and

Whereas, The Annual Report, as  
required by Streets and Highway  
Code 36533, has been submitted  
to the Council by the Board of  
Directors of said improvement  
area.

NOW THEREFORE, the City  
Council of the City of Lodi does  
hereby resolve, determine, and  
find as follows

1. Approved the Annual Report as  
submitted Said Report being on  
file with the City Clerk

2. Establishes January 4, 2006.  
in the City Council Chambers, at  
Carnegie Forum, 305 West Pine  
Street Lodi, California at 7:00  
p.m., or soon thereafter as possi-  
ble, as the date, place, and time  
to hold the public hearing  
required by Streets and Highway  
Code 36534.

3. it is the intention of the City  
Council to levy and collect  
assessments within the parking  
and business improvement area  
for calendar year 2006 (the Area's  
fiscal year).

4. The boundaries of the entire  
area to be included in the Area  
and the boundaries of each sepa-  
rate benefit zone within the area  
set forth in the Map, "Exhibit A,  
incorporated herein by reference.  
A true and correct copy of the  
map is on file with the City Clerk  
of the City of Lodi.

5. me types of improvements  
and activities proposed to be  
funded by the levy of assess-  
ments on business in the Area  
are in Exhibit B hereto and incor-  
porated by reference.

6. At the time of the public hearing  
written and oral protests may be  
made. The form and manner of  
protests shall comply with Streets  
and Highway Code 36524 and  
36525.

'NOTE: Information regarding  
this matter and referenced  
exhibits may be obtained in the  
Office of the City Clerk, City Hall,  
221 West Pine Street, Lodi, CA,  
95240. All interested persons are  
invited to present their views and  
comments on this matter. If you  
challenge the subject matter in  
court, you may be limited to rais-  
ing only those issues you are  
someone else raised at the public  
hearing described in this notice or  
in written correspondence deliv-  
ered to the City Clerk prior to the  
close of the public hearing.

Date: December 21, 2005

I hereby certify that Resolution  
No. 2005-262 was passed and  
adopted by the City Council of the  
City of Lodi in a regular meeting  
held December 21, 2005, by the  
following vote:

AYES: COUNCIL MEM-  
BERS - Hansen, Johnson, and  
Mounce

NOES: COUNCIL MEMBERS  
Beckman, and Mayor Hitchcock

ABSENT: COUNCIL MEMBERS  
None

ABSTAIN: None  
December 24, 2005 -- 05511020



***Please immediately confirm receipt  
of this fax by calling 333-6702***

CITY OF LODI  
P. O. BOX 3006  
LODI, CALIFORNIA 95241-1910

**ADVERTISING INSTRUCTIONS**

**SUBJECT** NOTICE OF PUBLIC HEARING FOR JANUARY 4, 2006, TO CONSIDER  
LEVY OF ANNUAL (2006) ASSESSMENT FOR DOWNTOWN LODI BUSINESS IMPROVEMENT  
AREA NO. 1

**LEGAL AD**

**PUBLISH DATE:** DECEMBER 24, 2005

**TEAR SHEETS WANTED:** Three (3) please


**SEND AFFIDAVIT AND BILL TO:** SUSAN BLACKSTON, CITY CLERK  
City of Lodi  
P.O. Box 3006  
Lodi, CA 95241-1910

**DATED:** Thursday December 22, 2005

**ORDERED BY:** SUSAN J. BLACKSTON  
CITY CLERK

JENNIFER M. PERRIN, CMC  
DEPUTY CITY CLERK

JACQUELINE L. TAYLOR, CMC  
DEPUTY CITY CLERK

  
DANA R. CHAPMAN  
ADMINISTRATIVE CLERK

**Verify Appearance of this Legal in the Newspaper – Copy to File**

Faxed to the Sentinel at 369-1084 at 12:05 (time) On 12/22/05 (date) 2 (pages)  
**LNS** une , une Phoned to confirm receipt of all pages at 12:00 (time) JLT DRC JMP (initials)

NOTICE OF PUBLIC HEARING

RESOLUTION NO. 2005-262

A RESOLUTION OF INTENTION TO LEVY ANNUAL  
ASSESSMENT FOR DOWNTOWN LODI BUSINESS  
IMPROVEMENT AREA NO. 1, ESTABLISHING PUBLIC  
HEARING DATE, AND APPROVING ANNUAL REPORT

=====

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report, as required by Streets and Highways Code 536533, has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. Approved the Annual Report as submitted, said Report being on file with the City Clerk.
2. Establishes January **4, 2006**, in the City Council Chambers, at Carnegie Forum, **305** West Pine Street, Lodi, California, at **7:00 p.m.**, or soon thereafter as possible, as the date, place, and time to **hold** the public hearing required by Streets and Highway Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2006 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area and the boundaries of each separate benefit zone within the area are set forth in the Map, "Exhibit A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on business in the Area are in "Exhibit B hereto and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code §§36524 and 36525.

\*NOTE: Information regarding this matter and referenced exhibits may be obtained in the Office of the City Clerk, City Hall, 221 West Pine Street, Lodi, CA, 95240. All interested persons are invited to present their views and comments on this matter. If you challenge the subject matter in court, you may be limited to raising only those issues you are someone else raised at the public hearing described in this notice or in written correspondence delivered to the City Clerk prior to the close of the public hearing.

Dated: December 21, 2005

=====

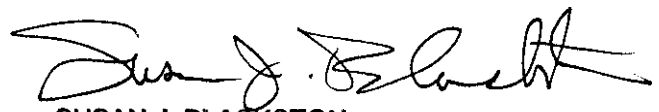
I hereby certify that Resolution No. 2005-262 was passed and adopted by the City Council of the City of Lodi in a regular meeting held December 21, 2005, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Johnson, and Mounce

NOES: COUNCIL MEMBERS – Beckman and Mayor Hitchcock

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None

  
**SUSAN J. BLACKSTON**  
City Clerk



## **DECLARATION OF POSTING**

### **PUBLIC HEARING FOR JANUARY 4, 2006, to consider levy of annual (2006) assessment for the Downtown Lodi Business Improvement Area No. 1.**

On Thursday December 22, 2005, in the City of Lodi, San Joaquin County, California, a notice of public hearing to approve the Downtown Lodi Business Partnership (DLBP) 2005/2006 Annual Report as submitted by the DLBP Board of Directors, to adopt a Resolution of Intention to levy an annual assessment for that fiscal year was posted at:

Lodi Public Library  
Lodi City Clerk's Office  
Lodi City Hall Lobby  
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing is true and correct.

Executed on December 22, 2005, at Lodi, California.

ORDERED BY:

**SUSAN J. BLACKSTON**  
**CITY CLERK**

\_\_\_\_\_  
JENNIFER M. PERRIN, CMC  
DEPUTY CITY CLERK

\_\_\_\_\_  
JACQUELINE L. TAYLOR, CMC  
DEPUTY CITY CLERK

A handwritten signature in cursive script, reading "Dana R. Chapman", is written over a horizontal line.

**DANA R. CHAPMAN**  
ADMINISTRATIVE CLERK

CITY COUNCIL

SUSAN HITCHCOCK, Mayor  
BOB JOHNSON,  
Mayor Pro Tempore  
JOHN BECKMAN  
LARRY D. HANSEN  
JOANNE MOUNCE

CITY OF LODI

CITY HALL, 221 WEST PINE STREET  
P.O. BOX 3006  
LODI, CALIFORNIA 95241-1910

BLAIR KING, City Manager  
SUSAN J. BLACKSTON  
City Clerk  
D. STEPHEN SCHWABAUER  
City Attorney

December 22, 2005

Mary L. Wallace, President  
Board of Directors  
Downtown Lodi Business Partnership  
4 West Pine Street  
P.O. Box 1565  
Lodi, CA 95240

RE: RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR  
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1 (for  
calendar year 2006)

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The Lodi City Council at its meeting on December 21, 2005 adopted the enclosed Resolution of Intention to Levy Annual Assessment for Downtown Lodi Business Improvement Area No. 1.

A public hearing regarding this matter has been set before the Lodi City Council on Wednesday, January 4, 2006 **in the City Council Chamber at the Carnegie Forum, 305 West Pine Street, Lodi, at 7:00 p.m.** or as soon thereafter as the matter may be heard. All interested persons are invited to present their views and comments on this matter. Written statements may be filed with the City Clerk at any time prior to the hearing scheduled herein, and oral statements may be made at said hearing.

If you challenge the subject matter in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice or in written correspondence delivered to the City Clerk, 221 West Pine Street, Lodi, at or prior to the public hearing.

Should you have any questions, please feel free to contact my office.

Sincerely,



Susan J. Blackston  
City Clerk

**Susan Blackston**

---

**From:** HAYNLodi@aol.com  
**Sent:** Wednesday, January 04, 2006 5:40  
**To:** Susan Blackston  
**Subject:** Fwd: DLBP

In a message dated 1/3/2006 11:16:11 P.M. Pacific Standard Time, HAYNLodi writes:

City Council:

Regarding DLBP funding and rate increase discussion

As a business owner and property owner in Downtown Lodi, I have to disagree with raising rates on those business owners on the edges of the BID district. Below is a list of my reasons:

1. My business and many service related entities are not open during the events held by the DLBP. Most events are held only on School St. Some businesses are hurt by the events, due to street closures and parking problems.
2. I do not feel that a "tax and spend" mentality is a move in the right direction. What would stop future increases for which we have no choice to pay in order to renew our business licenses? There is no oversight of this organization and there has not been an audit of their books. I am concerned when all the employees of this organization work for either the president or treasurer in some other capacity.
3. What are the qualifications of the new Director? This person is in charge of spending our funds. Why is there such a high turn over and conflict with board members? The negative press is not good for any business downtown.

I feel if any rates are increased, it should be on vendor fees. This organization should have the ability, with qualified leaders and employees, to generate a substantial amount of funding on their own through sponsorships, banner programs, event fees, etc etc. There needs to be a common goal and that is to promote Downtown Lodi and the related businesses and not just a chosen few.

Thanks for listening to my concerns. Sincerely,

Brian Hayn  
Owner of The Tune Up Shop  
1 W. Lodi Avenue

I-2

**Susan Blackston**

---

**From:** Susan Blackston  
**Sent:** Wednesday, January 04, 2006 2:21 PM  
**To:** 'Pamela Hayn'  
**cc:** City Council; Blair King; Steve Schwabauer  
**Subject:** RE: DLBP Concerns

Dear Ms. Hayn:

This reply is to confirm that your message was received by the City Clerk's Office and each member of the City Council. In addition, by copy of this e-mail, we have forwarded your message to the following departments for information, referral, or handling: 1) City Manager, and 2) City Attorney.

/s/ Susan J. Blackston, City Clerk

-----Original Message-----

From: Pamela Hayn [mailto:plhayn@yahoo.com]  
Sent: Wednesday, January 04, 2006 2:17 PM  
To: Susan Blackston; Susan Hitchcock; Bob Johnson; JoAnne Mounce; John Beckman; Larry Hansen  
Subject: DLBP Concerns

Dear City Council Members,

I was absolutely appalled on Dec. 21st. upon hearing the response of DLBP President, Mary Wallace, to Mayor's question regarding an outside audit of the organization's financials. Ms. Wallace, along with the DLBP's Treasurer, Nancy Byer-Hauan, stated that outside audit for the DLEP had in fact been performed earlier in 2005. As the Executive Director for the organization at the time, and as someone who requested such an audit repeatedly and to no avail over the last 10 months, I would like you to know that this is incorrect!

First and foremost, the City Council should be aware that the "audit" in question is just one of many questionable activities on behalf of the DLBP's Board of Directors in 2005. Ms. Wallace's presentation was little more than yet another facetious and futile attempt to divert the council's attention away from the Board's hideous mismanagement of the organization over the last 12 months via a lengthy Special Events Policy and impressive statements regarding 100% compliance of assessment fee's - something the board played no role in whatsoever.

Although the council does not possess any governing authority over the internal activities of the DLBP, it does have authority over where and on what it will spend the city's funds. Dismissing such activity as "typical" for such a controversial organization is a grave injustice to the citizens and taxpayers of this community and the City Council has a responsibility to hold this group accountable for its actions. Taking the board's word on certain actions is simply not enough. The controversy you have witnessed does not exist for no reason at all. Furthermore, several lawsuits are currently pending against the organization and as such, I urge you to take a proactive stance and review the board's 2005 meeting minutes and financial activity in depth prior to the exposure such litigation is sure to place on the organization in the coming months.



Below are a few other items/issues of concern I'd like to bring to your attention:

#### AUDIT

With regards to an audit, aside from one of the DLBP's physical assets performed by Ms. Wallace and Ms. Byer-Hauan in February, the only other audit performed was that which Ms. Byer-Hauan (the Treasurer & owner of Jackson-Hewitt Tax Service) took the liberty of performing herself and subsequently invoicing her services back to the organization for without board approval in late 2004. In fact, it is Ms. Wallace's own statement in an August Lodi News-Sentinel article in which she states the board would be meeting later that month to discuss the need for an audit of the organization's financials, which clearly indicates one had not been performed to-date. However, given my experience with this questionable group of individuals over the last 10 months, it would not surprise me in the slightest if an audit backdated to January 2005 were to miraculously show up on your desks prior to January 4th.

#### FINANCIALS

During my last ten months at the DLBP, I witnessed some very disturbing behavior by certain board members pertaining to the management of its financials.

Despite my repeated concerns and requests, the Board repeatedly failed to review and approve monthly financials. In fact, at the time of my termination the board had only reviewed 4 months of financial activity out of a total of 10 months.

The reasons for this are two-fold.

1. Nearly ½ of the DLBP's monthly board meetings in 2005 were either postponed or canceled indefinitely due to a lack of quorum. The city's own attorney even remarked publicly on several occasions about the board's failure to follow or adhere to The Brown Act and Open Meeting Laws.

2. Despite the many hours spent in the office reviewing and revising the organization's financials, the President & Treasurer repeatedly withheld reports from the board numerous months in a row for unknown reasons and purposefully locked DLBP office staff out of QuickBooks. Ms. Byer-Hauan, the board's Treasurer, also billed the DLBP monthly and collected a fee for her payroll and auditing services up until June, at which point another woman from her office was contracted to do so. This woman also later ended up on the DLBP Board of Director's (now 2 people from 1 business, Jackson-Hewitt, sit on the board and control the efforts of 300 other business owners). Aside from this being a very clear conflict of financial interest, it is also against the organization's bylaws. Upon questioning their constant after hour review and revisions to the financials, but subsequent lack of reporting to the board, I became the target of severe harassment, which ultimately led to my termination.

3. In regards to the 2005 Wine & Beer Garden, my job was made nearly unbearable after informing the board

that I would not falsify documents and partake in "creative accounting" measures in an effort to conceal its improper financial management and the fact that it was not primarily ran by and benefiting a specific merchant and board member, Mr. Rehmke of Lodi Beer Co. This is a fact I can assure you I am able to prove and one that has already been brought to the attention of the Department of Alcohol & Beverage Control in light of the upcoming 2006 market.

#### STRATEGIC PLAN/DIRECTION

It is indeed curious that only one day after being redeemed as President, Ms. Wallace called an Emergency Board Meeting to discuss the roles & responsibilities of the ED and the need for an audit - cleverly intertwining the two in a half-hearted attempt to shift the spotlight off of herself and the board's obvious inadequacies and onto its own ED, only a few weeks prior to terminating her employment. The same ED I might add who had received an outstanding performance only months earlier for her many accomplishments in 2004 and a unanimous vote by board members (many of which currently still on the board today) approving an increase in her salary and subsequent merit bonus.

The reason given for my termination was that I was not in line with the Board's direction. To this I must ask, what direction? During the entire 10 months I served under Ms. Wallace's direction, it should be noted that the President did not meet with me once to provide any sort of direction other than to bark orders for me to work on a brochure for her own business, Frames & Fine Things. Many conflicting orders were given to via multiple board members and without full board approval. The President and majority of the board was not interested in the slightest about events, the quality of the Farmers Market or safety of downtown guests. In fact, the President found it necessary to publicly criticize my efforts to successfully partner with city employees to establish a new street closure and safety plan for downtown events in early 2005. It should be noted that this lack of interest resulted in little to no volunteer support which ultimately resulted in me personally loading, unloading and setting **up** street barricades 19-consecutive weeks in a row for the Farmers Market, handling traffic control at multiple busy intersections (something I am not trained to do), and the use of my family's own truck to haul event equipment for 2 years in a row with no reimbursement from the organization. This matter is now pending in a court of law.

The DLBP's inability to effectively or safely manage events is of great concern to me - even more so with their selection of a new ED with no prior experience in this area and the very public mistakes recently made with the Parade of Lights. Its inability to comprehend or manage even the smallest component of an event is evident by the premature closure of the Wine & Beer Garden just one week after the board took over "control of the operation" and removed me of my management responsibilities for this area. Needless to say, the Farmers Market continued to run for four weeks without this very popular attraction.

#### STAFFING

Regardless of its own bylaw's, the newly formed Executive Committee removed all of my supervisory authority at the beginning of 2005, intentionally

creating a division among office staff and the "hostile work environment" clearly stated by numerous board members on many different occasions, all of which can be found in the organization's meeting minutes. Those board members who voiced their concerns were ultimately forced to resign from the board, citing the "legal ramifications" they had been put in as a result of the President and Executive Committee's behavior. One might question why so many individuals, many of which had years of experience sitting on other board's (one who even served as the President of the Lodi Chamber of Commerce for 13 years) would resign, had there not been more serious internal issues taking place.

I went through 4 employees in 9 months. Two of which were immediately employed by the President & Treasurer at their own business locations and then curiously re-employed back at the DLBP immediately following my termination. The two who were working at the time of my termination, resigned immediately upon hearing about it - one of whom volunteers for the Lodi Chamber of Commerce and has an impeccable reputation for her efforts in organizing the Street Faire.

Ms. Wallace successfully skirted the questions of city council members on Dec. 21st by vehemently launching into a defensive explanation regarding the hiring process of the DLBP's new Executive Director. What was not stated however, is the fact that this person (Jaime Watts) was a previous employee of the DLBP who was terminated shortly after it was discovered that she was simultaneously employed by another board member.

What is most disturbing however is the fact that every employee now currently working at the DLBP office is or has been employed at one time by either the President and/or Treasurer. Conflict of interest? You decide. Questionable? Definitely!

#### ELECTIONS

I question how and why the board's 2006 officers were announced prior to its annual election of new board members. This is backwards from normal operating procedure.

In addition to the very selective election process I witnessed in 2005 by the Executive Committee in order to fill its numerous board vacancies, I'd also like to know why not every DLBP member was provided an opportunity to run for an open seat in 2006 and/or how the nominations of only a select group of certain candidates came about.

#### BOUNDARY ASSESSMENT & REVIEW

The DLBP had six committees who met monthly, five of which the President never attended. What is interesting however is the fact that Ms. Wallace was the Chairperson for the Boundary Assessment & Review Committee along with Ms. Byer-Hauan, and yet neither was able to provide an update on this project to the city council on Dec. 21st. Perhaps that is because this is not where their interests lie?

As a marketer of many fortune 500 companies, I repeatedly stated the need for a strategic 1, 3 & 5-year plan from the board to no avail. It is evident that a direction did not even exist at the time of my termination since the DLBP was not able to present one to the city until December. As a final note on this subject, if you look closely you'll see that the DLBP's 2006 plan is little more than a carbon copy of

2005 with a date change at the top. Without a strategic plan, this organization has no roadmap for the future and is on guaranteed course for disaster.

In 2004, the DLBP was headed towards the direction of becoming self-sufficient. However, I found no hint of any self-funding mechanisms in the DLBP's 2006 plan, indicating their continued intent to rely on the city for funding in the future. In fact, on Dec. 21st. Ms. Byer-Hauan stated that the goal of the organization was not to show a profit and that it intended on balancing out to \$0 each year. From a non-profit perspective, I understand this philosophy. However, in order to position itself so that it can survive without nearly \$50k in annual city funds, would it not be necessary for the organization to establish some type of financial reserve to accommodate for the difference?

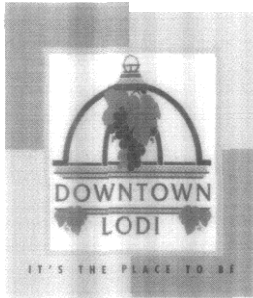
At one point in time, the formation of a parking district had been discussed by the city council. Ms. Wallace indicated that the Parking Committee continued to meet and discuss the topic. However, it is my understanding that this committee actually stopped meeting entirely in early 2005 due to non-attendance by DLBP committee and board members. Perhaps this lack of interest is the primary factor in the Parade of Lights mishap and the subsequent negative press received.

Furthermore, I think it would be prudent for the City Council to run a side-by-side comparison of the DLBP's events and sponsorship programs in 2004/2005 in order to determine if the organization is actually headed in a backwards motion. Having inherited a substantial deficit in 2004 as a result of the Dickens Faire and successfully made up the difference through creative event and banner sponsorship programs, I am confident that you will discover that the board's own actions (or lack thereof), had a significant impact on the amount of revenue it successfully was able to generate in the later part of 2005.

Lastly, the DLBP's 2006 budget and event calendar are contradictory. The budget does not accommodate for the numerous events added to the 2006 calendar. It should be questioned as to where the organization intends on generating the funds to host such promotions. In addition, \$3,000 was added for tree lights. However, this is something that was negotiated at no cost between the DLBP and Electric Utility in 2004 and thus, should not be shown as an actual expense on the budget unless the DLBP has now managed to successfully ruin this partnership as well.

Or, a final note, the board has repeatedly expressed its intent to co-market the wine industry in conjunction with downtown. Although I agree that there is some level of promotional opportunity here, it is my understanding that the Business Improvement Law and Street & Highways Code both have very precise wording with regards to how and on what assessment dollars collected from local businesses within a BIA are to be spent. I would strongly recommend revisiting these laws prior to approving any further expenditures by this organization.

Yours Truly,  
Pamela Hayn



DOWNTOWN LODI BUSINESS PARTNERSHIP  
4 WEST PINE STREET  
P.O. BOX 1565  
LODI, CALIFORNIA 95241-1565

PHONE: (209) 369.8052  
FAX: (209) 369.8053  
EMAIL: [dlbp@mindspring.com](mailto:dlbp@mindspring.com)

filed 1-4-06  
I-2

January 4, 2006

Enclosed:

1. Revised cover page for the Special Events Policy
2. Balance sheet – fiscal year
3. Balance sheet – calendar year
4. Letter from independent financial auditor
5. Letter from asset audit
6. Explanation of large credit posted to Payroll-Other

# Downtown Lodi Business Partnership



## **SPECIAL EVENTS POLICY**

2005

### **We Welcome Your Special Event Application**

This special events policy is meant to show the general policies and procedures required to hold an event in downtown Lodi. It may be customized or modified to fit the applicant's event by the DLBP Board of Directors and Special Events Committee.

The special event application-permit fees may be waived, lowered or modified by the DLBP Board of Directors and Special Events Committee depending on the applicant's purposed type of event, the potential benefit to the community as a whole and the contribution of the planned event to our purpose; which is to promote and improve common business interests of business owners and merchants in Downtown Lodi.

# Downtown Lodi Business Partnership

## Balance Sheet

As of June 30,2005

	Jun 30.05
<b>ASSETS</b>	
Current Assets	
<b>Checking/Savings</b>	
Bank Accounts	
Checking - F & M	30,597.09
Savings - F & M	21,682.12
Total Bank Accounts	52,279.21
Total <b>Checking/Savings</b>	52,279.21
Accounts Receivable	
Accounts Receivable	
Fanners Market	-2,310.00
Total Accounts Receivable	-2,310.00
Total Accounts Receivable	-2,310.00
Other Current Assets	
Undeposited Funds	720.00
Total Other Current Assets	720.00
Total Current Assets	50,689.21
Fixed Assets	
Office Equipment	5,237.55
Beer & Wine Equip.	1,326.17
Equipment	1,771.19
Accumulated <del>Depr</del>	-3,831.00
Total Fixed <del>Assets</del>	4,503.91
<b>TOTALASSETS</b>	<b>55,193.12</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Farmers & Merchants Mastercard	2,620.96
Total Credit Cards	2,620.96
Other Current Liabilities	
Payroll Liabilities	1,724.36
Total Other Current Liabilites	1,724.36
Total Current Liabilities	4,345.32
Total Liabilities	4,345.32
Equity	
Retained Earnings	27,901.10
Net Income	22,946.70
Total Equity	50,847.80
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>55,193.12</b>

413 PM

01/02/06

Cash Basis

**Downtown Lodi Business Partnership****Profit & Loss****July 2004 through June 2005**

	<u>Jul '04 - Jun 05</u>
<b>Ordinary Income/Expense</b>	
Income	
Assessment Fees Collected	39,092.50
City of Lodi Funds	43,234.01
Returned check	0.00
Banner Programs	
Farmers Market	2,300.00
Holiday	1,925.00
Banner Programs -Other	0.00
Total Banner Programs	4,225.00
Family Faith Festival 04	18,037.00
Family Faith Festival 2005	4,000.00
<b>2004 Farmers Market</b>	
Star Search entry	140.00
Adopt-A-Banner	825.00
Coupon Book	20.00
Sales-Beer & Wine	17,481.35
2004 Farmers Market -Other	18,339.59
<b>Total 2004 Fanners Market</b>	36,805.94
<b>2005 Fanner Market</b>	
Craft Vendor Fees	7,822.45
Food Vendor Fees	3,342.55
Grower/Produce Vendor Fees	2,970.50
Member Vendor Fees	1,500.00
Sales Beer & Wine	2,423.00
Sponsorship-Other	6,666.00
Refunds	-245.00
Total 2005 Farmer Market	24,479.50
<b>'04 Kiddie Parade</b>	
Coupon	20.00
Food Vendor	40.00
Sales of Water	6.25
Sponsorship	500.00
Total '04 Kiddie Parade	566.25
Parade of Lights 2004	
Float Entry	8,400.00
Sponsorship	2,500.00
Vendor Fee	1,415.00
Total Parade of Lights 2004	12,315.00
Parade of Lights 2005	
Vendor Fee	300.00
Sponsorship	50.00
Total Parade of Lights 2005	350.00
Photos With Easter Bunny	775.00
See's Candy Fundraiser	18,316.68
Uncategorized income	0.00
Wine & Sausage Festival	4,955.25
Winterfest - Income	
Photos w/ Santa	
Sponsorship	450.00
Photos w/ Santa -Other	2,337.00
Total Photos w/ Santa	2,787.00
Sponsorship	1,571.00
Total Winterfest - Income	4,358.00
<b>Total Income</b>	<b>211,510.13</b>



**Downtown Lodi Business Partnership**  
**Profit & Loss**  
**July 2004 through June 2005**

	Jul '04 • Jun 05
Expense	
Event Expense-Miscellaneous	
Rentals	207.09
Supplies <b>Misc.</b>	238.05
Event Expense-Miscellaneous- <b>Other</b>	30.60
Total Event Expense-Miscellaneous	475.74
Banner Program	
Labor	150.00
Total Banner Program	150.00
Family Faith Festival-	
Advertising	716.34
Donation	225.00
Entertainment	18,527.62
Labor	288.00
Permits	404.00
Postage & Delivery	96.20
<b>Posters/Banners/Signs</b>	1,215.50
Reimbursement	300.49
Sanitation	314.33
Supplies	787.54
Family Faith Festival-. Other	0.00
Total Family Faith Festival-	22,875.02
Farmers Market Expenses	
Advertising	1,712.05
Banners	3,968.58
Beer & Wine	9,192.15
Coupon Book	39.48
Entertainment	2,190.00
Labor/Repairs	2,831.84
<b>License/Permits/Inspections</b>	2,251.22
Plaques	53.00
Postage & Deliveiy	153.15
<b>Posters/Signs</b>	283.57
Promotions	490.80
Rental	795.00
Sanitation	1,178.50
Supplies	249.45
Farmers Market Expenses - <b>Other</b>	49.19
Total Farmers Market Expenses	25,437.98
Halloween Event	
Advertising	711.76
Labor	66.00
Permits	32.00
Supplies	289.13
Total Halloween Event	1,098.89
Kiddie's Parade	
Advertising	543.12
Grand Prize Winner	100.00
Ice Cream	28.25
<b>Labor/Emcee</b>	265.00
Merchants Notification	47.41
<b>Permit/Inspections/License</b>	32.00
<b>Plaque-Sponsorship</b>	53.50
Supplies	539.93
Total Kiddie's Parade	1,609.21

**Downtown Lodi Business Partnership****Profit & Loss****July 2004 through June 2005**

	Jul '04 - Jun 05
Parade of Lights	
Advertising	3,873.48
<b>Entertainment/Decor</b>	1,146.31
Labor	192.00
<b>Permits/Inspections/License</b>	752.75
Sanitation	351.09
Supplies	122.60
Total Parade of Lights	6,438.23
Spring Event	
Advertising	23.17
Permits	32.00
Supplies	732.50
Total Spring Event	787.67
Star Search	
Grand Prize Winners	1,000.00
Total Star Search	1,000.00
Valentine's Day	
Materials & Supplies	11.31
Total Valentine's Day	11.31
Wine and Sausage Festival	2,191.66
<b>WinterFest</b>	
Advertising	1,264.80
Banners	4,423.95
Entertainment	3,111.70
Labor	810.90
Permits	64.00
Supplies	1,568.12
Total WinterFest	11,243.47
Advertising	
Newspaper	200.00
<b>Posters/Banners/Signs</b>	144.00
Advertising - Other	220.65
Total Advertising	564.65
Bank Service Charges	389.22
Board Appreciation	199.34
Candy Sales	13,128.72
Credit Card Fees	412.54
Dues & Subscriptions	950.58
Helium Tank Rental	145.44
Insurance	
Liability Insurance	8,717.22
Medical	1,170.00
Work Comp	2,872.60
Insurance - Other	583.03
Total Insurance	13,342.85
Meetings	762.78
Mileage	241.15
Miscellaneous	809.96
Newsletter	265.78
Office Supplies	5,472.34
Outside Services	295.85
Postage and Delivery	
Postage by Phone	655.97
Postage and Delivery - Other	1,032.43
Total Postage and Delivery	1,688.40

4:13 PM

01/02/06

Cash Basis

## Downtown Lodi Business Partnership

## Profit &amp; Loss

July 2004 through June 2005

	Jul '04 - Jun 05
Payroll Expense	
Administrator Salaries	58,016.59
Office Salaries	35,568.99
Payroll Tax Expense	3,113.34
Payroll Expense -Other	-25,732.70
Total Payroll Expense	70,966.22
Professional Fees	
Accounting	675.00
Bookkeeping	150.00
Professional Fees - Other	790.00
Total Professional Fees	1,615.00
Promotions	213.01
Reimbursements	400.00
Rent	5,040.00
Repairs	
Computer Repairs/service	300.00
Repairs -Other	303.51
Total Repairs	603.51
Returned Check Fee	-15.41
Sunshine Committee	204.54
Supplies	294.78
Taxes	
State	1,117.84
Total Taxes	1,117.84
Telephone	
Cell Phone	943.27
Internet	476.46
Telephone -Other	1,006.46
Total Telephone	2,426.19
Tree Lights	80.41
Total Expense	194,934.87
Net Ordinary Income	16,575.26
Other Income/Expense	
Other Income	
Interest Income	133.60
Total Other Income	133.60
Net Other Income	133.60
Net Income	16,708.86

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01/02/06

Cash Basis

# Downtown Lodi Business Partnership

## Balance Sheet

As of December 31, 2005

	Dec 31, 05
<b>ASSETS</b>	
Current Assets	
<b>Checking/Savings</b>	
Bank Accounts	
Checking. F & M	1,615.89
Savings • F & M	6,682.12
Total Bank Accounts	8,298.01
<b>Total Checking/Savings</b>	8,298.01
Accounts Receivable	
Accounts Receivable	
Farmers Market	-20.00
Total Accounts Receivable	-20.00
Total Accounts Receivable	-20.00
<b>Total Current Assets</b>	8,278.01
Fixed Assets	
Office Equipment	5,237.55
Beer & Wine Equip.	1,326.17
Equipment	2,006.88
Accumulated Depr	-3,831.00
<b>Total Fixed Assets</b>	4,739.60
<b>TOTAL ASSETS</b>	13,017.61
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	2,489.35
Total Other Current Liabilities	2,489.35
Total Current Liabilities	2,489.35
<b>Total Liabilities</b>	2,489.35
Equity	
Retained Earnings	27,901.10
Net Income	-17,372.84
<b>Total Equity</b>	10,528.26
<b>TOTAL LIABILITIES &amp; EQUITY</b>	13,017.61

## Downtown Lodi Business Partnership

## Profit &amp; Loss

January through December 2005

	Jan - Dec 05	% of Income
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
Assessment Fees Collected	36,217.50	23.9%
City of Lodi Funds	22,325.00	14.8%
Banner Programs		
Farmers Market	2,375.00	1.6%
Holiday	1,275.00	0.8%
Total Banner Programs	3,650.00	2.4%
Family Faith Festival 2005	4,000.00	2.6%
2004 Farmers Market	375.00	0.2%
2005 Farmer Market		
Craft Vendor Fees	13,917.12	9.2%
Food Vendor Fees	7,257.88	4.8%
Grower/Produce Vendor Fees	13,312.50	8.8%
Member Vendor Fees	3,249.98	2.1%
Sales Beer & Wine	14,338.00	9.5%
Sponsorship-Other	5,375.00	3.6%
Refunds	-280.00	-0.2%
Total 2005 Farmer Market	57,170.48	37.8%
Parade of Lights 2004		
Vendor Fee	960.00	0.6%
Total Parade of Lights 2004	960.00	0.6%
Parade of Lights 2005		
Vendor Fee	300.00	0.2%
Sponsorship	1,800.00	1.2%
Float Entry	7,050.00	4.7%
Total Parade of Lights 2005	9,150.00	6.0%
Photos With Easter Bunny	775.00	0.5%
See's Candy Fundraiser	10,637.85	7.0%
Uncategorized Income	498.65	0.3%
Wine & Sausage Festival	4,955.25	3.3%
Winterfest - Income		
Photos w/ Santa		
Sponsorship	120.00	0.1%
Total Photos w/ Santa	120.00	0.1%
Sponsorship	500.01	0.3%
Total Winterfest - Income	620.01	0.4%
<b>Total Income</b>	<b>151,334.74</b>	<b>100.0%</b>
<b>Expense</b>		
Printing	176.05	0.1%
Event Expense-Miscellaneous		
Supplies Misc.	46.12	0.0%
Total Event Expense-Miscellaneous	46.12	0.0%
Banner Program		
Labor	450.00	0.3%
Total Banner Program	450.00	0.3%
Family Faith Festival-		
Entertainment	4,435.00	2.9%
Reimbursement	64.74	0.0%
Sanitation	50.00	0.0%
Family Faith Festival-- Other	0.00	0.0%
Total Family Faith Festival-	4,549.74	3.0%

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01/02/06

Cash Basis

## Downtown Lodi Business Partnership

## Profit &amp; Loss

January through December 2005

	Jan - Dec 05	% of Income
Farmers Market Expenses		
Meals	45.61	0.0%
Advertising	17.78	0.0%
Banners	3,116.80	2.1%
Beer & Wine	15,840.26	10.5%
Entertainment	2,100.00	1.4%
Labor/Repairs	3,568.00	2.4%
License/Permits/Inspections	2,214.18	1.5%
Plaques	53.00	0.0%
Postage & Delivery	153.15	0.1%
Posters/Signs	839.25	0.6%
Promotions	486.49	0.3%
Sanitation	1,306.01	0.9%
Supplies	188.89	0.1%
Farmers Market Expenses -Other	965.85	0.6%
Total Fanners Market Expenses	30,895.27	20.4%
Halloween Event		
Permits	32.00	0.0%
Supplies	171.80	0.1%
Total Halloween Event	203.80	0.1%
Kiddie's Parade		
Goodie Bags	75.90	0.1%
Advertising	28.61	0.0%
Labor	200.00	0.1%
Labor/Emcee	250.00	0.2%
Permit/Inspections/License	32.00	0.0%
Plaque-Sponsorship	140.51	0.1%
Supplies	21.15	0.0%
Kiddie's Parade - Other	23.98	0.0%
Total Kiddie's Parade	772.15	0.5%
Parade of Lights		
Towing Reimbursement	193.00	0.1%
Signs	480.15	0.3%
Advertising	50.00	0.0%
Labor	250.00	0.2%
Permits/Inspections/License	784.75	0.5%
Supplies	0.00	0.0%
Total Parade of Lights	1,757.90	1.2%
Spring Event		
Advertising	23.17	0.0%
Permits	32.00	0.0%
Supplies	732.50	0.5%
Total Spring Event	787.67	0.5%
Valentine's Day		
Materials & Supplies		
Total Valentine's Day		
Wine and Sausage Festival	2,191.66	1.4%
WinterFest		
Advertising	148.80	0.1%
Entertainment	100.00	0.1%
Supplies	399.71	0.3%
Total WinterFest	648.51	0.4%
Advertising		
Maps	1,450.00	1.0%
Newspaper	2,983.70	2.0%
Posters/Banners/Signs	0.00	0.0%
Advertising - Other	522.35	0.3%
Total Advertising	4,956.05	3.3%

## Downtown Lodi Business Partnership

## Profit &amp; Loss

January through December 2005

	Jan - Dec 05	% of Income
Bank Service Charges	347.48	0.2%
Board Appreciation	199.34	0.1%
Candy Sales	2,784.00	1.8%
Credit Card Fees	314.44	0.2%
Dues & Subscriptions	3,127.08	2.1%
Helium Tank Rental	604.41	0.4%
Holiday Decorations/Events	34.05	0.0%
Insurance		
Liability Insurance	8,361.80	5.5%
Medical	1,975.16	1.3%
Work Comp	990.02	0.7%
Insurance - Other	583.03	0.4%
Total Insurance	11,910.01	7.9%
Janitorial	5.00	0.0%
Meals & Entertainment	26.12	0.0%
Meetings	543.54	0.4%
Mileage	12.00	0.0%
Miscellaneous	326.15	0.2%
Newsletter	245.78	0.2%
Office Supplies	6,267.92	4.1%
Outside Services	295.65	0.2%
Postage and Delivery		
Postage by Phone	275.99	0.2%
Postage and Delivery - Other	1,242.14	0.8%
Total Postage and Delivery	1,518.13	1.0%
Payroll Expense		
Administrator Salaries	38,843.33	25.7%
Office Salaries	30,190.00	19.9%
Payroll Tax Expense	9,338.00	6.2%
Payroll Expense - Other	0.00	0.0%
Total Payroll Expense	78,371.97	51.8%
Professional Fees		
Accounting	200.00	0.1%
Bookkeeping	150.00	0.1%
Legal Fees	528.75	0.3%
Professional Fees - Other	1,350.00	0.9%
Total Professional Fees	2,228.75	1.5%
Promotions	394.10	0.3%
Rent	4,620.00	3.1%
Repairs		
Computer Repairs/service	1,005.95	0.7%
Repairs - Other	233.20	0.2%
Total Repairs	1,239.15	0.8%
Sunshine Committee	284.19	0.2%
Supplies	893.32	0.6%
Taxes		
Federal	716.26	0.5%
State		
Total Taxes	726.26	
Telephone		
Cell Phone	873.00	0.6%
Internet	276.66	0.2%
Telephone - Other	1,159.49	0.6%
Total Telephone	2,309.15	1.5%

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Cash Basis

## Downtown Lodi Business Partnership

### Profit & Loss

January through December 2005

	Jan - Dec 05	% of Income
Tree Lights	80.41	0.1%
Utilities	332.95	0.2%
Pending	1,299.79	0.9%
<b>Total Expense</b>	<b>168,787.57</b>	<b>111.5%</b>
<b>Net Ordinary Income</b>	<b>-17,452.83</b>	<b>-11.5%</b>
<b>Other Income/Expense</b>		
Other Income		
Interest Income	79.99	0.1%
<b>Total Other Income</b>	<b>79.99</b>	<b>0.1%</b>
<b>Net Other Income</b>	<b>79.99</b>	<b>0.1%</b>
<b>Net Income</b>	<b>-17,372.84</b>	<b>-11.5%</b>



# **HAUAN & COCHRAN**

*Enrolled Agents*

*218 South School St*

**Lodi** CA 95240

*(209) 366-0746 phone*

*(209) 366-0759 fax*

Date: March 9, 2005

To: Downtown Lodi Business Partnership

Dear Downtown Lodi Associates,

I have completed the audit on the QuickBooks data file for DLBP as requested. I examined the complete calendar **years** 2001, 2002, 2003 and 2004. I used Cash Basis Profit and Loss and Balance Sheet statements **as** the basis of my examination. I have attached my detailed comments and findings regarding the audit. I did not find any suspicious entries or any evidence of violation of Generally Accepted Accounting Principles. For a more thorough audit, I would need to **see** all **bank** statements and tax returns for the periods in question.

My general impression is that the Downtown **Lodi** Business Partnership is in good financial health and that the officers and board members **are** doing **an** excellent job of managing the funds. I can see that the current treasurer has made great improvements in the accounting system since she began in early 2004. She is an invaluable asset to downtown Lodi. I would also like to commend Stephennie Link for a great bookkeeping job. She attended our QuickBooks classes in July of 2004 and I **noticed** how sharp she was. Just keeping the myriad **records** in order would be a monumental task.

I have **no recommendations** for major **changes in** procedure. Keep up the **good work**.

Sincerely,



Aletha Gail Cochran, Enrolled Agent

02/21/05

To; Downtown **Lodi** Business Partnership Board of Directors

Submitted By: Nancy Byer-Hauan, Treasurer

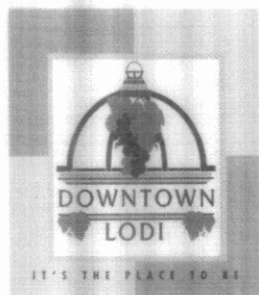
An audit of the equipment and furniture **owned** by the Downtown Lodi Business Partnership was conducted on 01/17/05. In attendance were Phil Biddle, Mary Wallace, Nancy Byer-Hauan and **Stephennie** Link. Below is a detailed list of the property.

Located at **4** West Pine, Lodi

- **4** Computer Chairs
- **3** **Desks**
- 1 Metal Cabinet
- 1 Computer Stand
- 1 Printer Stand
- 1 Fax Stand
- 2 **Book** Shelves (3 shelf)
- 2 **Books** Shelves (**4** shelf)
- 2 Reception Chairs
- 2 Desk Chairs
- 1 Coat Rack
- 1 Round Table
- 9 Chairs (red)
- 1 Media Storage **Shelf**
- 1 Filing Cabinet (2 drawer)
- 1 **Bunny Suit**
- 1 Santa Suit
- 1 ladder (2 **step**)
- 1 **Bar** Stool
- 3 Wire Carts
- 6 Christmas **Banners** (large)
- 21 Farmers Market **Banners**
- 6 Small Banners
- 96 dozen 1997 **Beer Glasses**
- 8 dozen Wine Glasses
- 1 Dell Optiplex GX260 Computer
- 1 Dell Optiplex GX240 Computer
- 1 HP **2600** Printer
- 1 Hp 1700Printer
- 1 Maxtor 80gb External Hardrive
- 1 Fax Machine
- 3 **Telephones**
- 1 10 Key Calculator
- 1 P/A System
- 1 Cell Phone
- 1 Radio
- 1 Microphone Stand
- 2 **Speaker** Stands
- 1 Microwave
- 1 **Tool** Box
- 1 Fuji A210 Digital Camera
- Miscellaneous Cables
- 1 IKON Aticio **180** Copy Machine  
(**Owned** by Sheri's Sonshine Nutrition Center, on loan to the DLBP)
- 1 Refrigerator  
(**Owned** by John **Graffigna**, on loan to the DLBP)

Located at Elm Street, Lodi

- 1 Hooded Cart
  - 6 Carts
  - 2 **Bench Carts**
  - 1 Banquet Table (8 ft)
  - 1 Banquet Table (6 ft)
  - 1 Banquet Table (**4ft**)
  - 98 Red Bows
  - 33 Holiday Banners
  - 3 **Farmers** Market Banners
  - 4 Back Drop Panels (Christmas)
  - 15 Panels (Wine & Beer Garden Fencing)
  - 2 Side Panels (Wine & Beer Garden Fencing)
  - 1 Arch (Wine & Beer Garden Fencing)
  - 2 Gates (Wine & Beer Garden Fencing)
  - 30 White Plastic Chairs
  - 37 **Green** Plastic Chairs
  - 16 Green Tables
  - 1 White Table
  - 7 Carts
  - 3 Canopies (2 broken)
  - 31 Barriers
  - 4 Plastic Garbage Cans
  - 12 Stanchions (**4broken**)
  - Metal Poles & Tarps for Canopies
  - 1 Lodi Arch
  - 3 Rolls of Netting
- 
- Staging (3 Panels & 1 Step)  
**Owned** by Tillie Easterling, on **loan** to the DLBP)



DOWNTOWN LODI BUSINESS PARTNERSHIP  
4 WEST PINE STREET  
LO. BOX 1565  
LODI, CALIFORNIA 95241-1565

PHONE: (209) 369.8052  
FAX: (209) 369.8053  
EMAIL: dlbp@mindspring.com

January 4, 2006

**Explanation of Large credit posted to Payroll-Other:**

When the DLBP office was handling payroll internally, it was setup incorrectly in QuickBooks. The net amount of Administrator Salaries, Office Salaries and Payroll-Other is correct. The setup error was corrected in later months and the DLBP year end Profit & Loss reflects the correction.

CITY COUNCIL

SUSAN HITCHCOCK,  
Mayor

BOB JOHNSON,  
Mayor Pro Tempore

JOHNBECKMAN

LARRY D. HANSEN

JOANNE MOUNCE

# CITY OF LODI



BLAIR KING,  
City Manager

SUSAN J. BLACKSTON,  
City Clerk

D. STEPHEN SCHWABAUER,  
City Attorney

CITY HALL, 221 WEST PINE STREET / P.O. BOX 3006  
LODI, CALIFORNIA 95241-1910  
(209) 333-6702 / FAX (209) 333-6807 / [www.cityclerk.gov](http://www.cityclerk.gov)

January 6, 2006

Downtown Lodi Business Partnership  
4 W. Pine Street  
Lodi, CA 95240

**RE: Resolution Confirming the 2006 Annual Report for the Downtown Lodi  
Business Improvement Area No. 1 and Levy of Assessment**

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The Lodi City Council, at its meeting of January 4, 2006, adopted the enclosed resolution confirming the 2006 Annual Report for the Downtown Lodi Business Improvement Area No. 1 and levy of assessment.

Should you have any questions, please feel free to contact my office.

Sincerely,

Susan J. Blackston  
City Clerk

SJBNMP

Enclosure